

# News Consumption in the UK: 2018

Produced by: Jigsaw Research

Fieldwork dates: November/December 2017 and March/April 2018

# Key findings from the report

**TV is the most-used platform for news nowadays by UK adults (79%), followed by the internet (64%), radio (44%) and newspapers (40%).** However, the internet is the most popular platform among 16-24s (82%) and ethnic minority groups (EMGs) (73%).

**BBC One is the most-used news source, used by 62% of UK adults, followed by ITV (41%) and Facebook (33%).** BBC One also had the highest proportion of respondents claiming it was their most important news source (27% of users).

**Social media is the most popular type of online news, used by 44% of UK adults.** However, while lots of people are able to recall the social media site they consumed the news on, some struggle to remember the original source of the news story.

**When scored by their users on measures of quality, accuracy, trustworthiness and impartiality (among other things) magazines perform better than any other news platform.** Scores were lower among users of social media

**TV is the most popular platform for accessing international and local news.** In the Nations, BBC One is the most-used source for news in Wales, Scotland and England, but UTV is the most popular in Northern Ireland.

**Six in ten (63%) UK adults thought that it was important for 'society overall' that broadcasters provide current affairs programming.** This was more than those who felt it was important to them personally (51%).

**Overall, six in ten children aged 12-15 claim to be interested in news.** This means that four in ten are not interested in news, with the main reason being that it is 'too boring' and that it is 'not relevant for people my age'.

**Similar to adults, TV is the most popular platform for news consumption and BBC One is the most popular source.** The most popular types of news content children are most interested in are sports/sports personalities (19%) and music news/singers/musicians (18%).

# News Consumption Survey: how to use this data

Because of the changes we have made to the 2018 News Consumption Survey, **it is not possible to make direct comparisons to previous data**. We are not able to identify whether differences between 2018 and historic data are a result of methodological changes or actual changes in the way people consume or feel about news.

While we regret the loss of trend data, the changes we have made will result in more robust data overall. We will be able to compare this year's data with that collected in future years.

Changes to the 2018 news survey have included:

- 1) **An increased questionnaire length** which has allowed us to ask additional questions relating to social media and current affairs.
- 2) **A larger sample** allowing analysis of sub-groups such as some faith groups and ethnic minorities.
- 3) **A new methodology** using both online and face-to-face interviews, therefore representing heavy online news consumers better.
- 4) **An extended sampling period** minimising the effect of seasonality as well as mitigating the possibility of major news events during fieldwork affecting the results.
- 5) **Changes to existing questions** meaning that the survey is now more relevant and future-proofed.

*Further detail on how and why we changed the methodology can be found on slide 143.*

# Introduction

- This report provides the findings of Ofcom's 2017/18 research into news consumption across television, radio, print, social media, other internet sources and magazines. It is published as part of our range of market research reports examining the consumption of content, and attitudes towards that content, across different platforms.
- The aim of this slide pack report is to inform understanding of news consumption across the UK and within each UK nation. This includes sources and platforms used, the perceived importance of different outlets for news, attitudes to individual news sources, international and local news use, and news consumption in the nations.
- This slide pack also provides an understanding of current affairs consumption among adults and news consumption among 12-15 year olds.
- The primary source is Ofcom's News Consumption Survey. The report also contains information from a range of industry currencies including:
  - BARB for television viewing
  - TouchPoints for newspaper readership and statements about online news
  - ABC for newspaper circulation
  - comScore for online consumption
- In addition to the findings detailed in this report, we also recently published the findings from two qualitative research reports. The first report '*The Changing World of News*' looked at why people choose the news sources they use, what they are looking for from news sources and how expectations vary, as well as whether they are fatigued or depressed by the news. The second report '*Scrolling news: The changing face of online news consumption*' explored in more detail how people navigate online news including how people get to their online news sources, what they mean when they say they use social media for news and whether they actively seek out news on social media. Both reports can be accessed here: <https://www.ofcom.org.uk/research-and-data/tv-radio-and-on-demand/news-media/navigating-news-online>

## Industry currencies used in the report

- BARB (Broadcasters' Audience Research Board) is the official industry currency for TV consumption. It uses a continuous panel of approximately 5,100 UK homes and tracks television viewing among all people aged 4+ in these homes using meters attached to every working television set in the home.
- TouchPoints 2017 is an annual survey commissioned by the Institute of Practitioners in Advertising (IPA). With a sample of c.6,000 adults 15+ across Great Britain it uses a seven-day diary to capture media consumption and other daily activities every half hour. In addition, it also uses a self-completion questionnaire which includes attitudinal statements and other behavioural questions
- ABC (Audit Bureau of Circulation) publishes verified newspaper circulation figures, based on sales information provided by publishers.
- comScore is an organisation that provides online audience measurement. It is endorsed by UKOM, the body that sets and governs the UK standard for the online industry. comScore uses a hybrid measurement approach to online audience measurement which consists of both panel and census data.

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# Section 1

## Overall summary of findings

## Overall summary – Adults (1)

**TV is the most-used platform for news nowadays (79%), followed by the internet (64%), radio (44%) and newspapers (40%).** However, for those aged 16-24 and for ethnic minority groups (EMG), the internet is the most-used platform. Eight in ten (82%) of those aged 16-24 use the internet for news nowadays, compared to just six in ten (57%) that use TV, while for EMGs, 73% use the internet for news and 69% use TV. Those aged 65+ are more likely than 16-24s to use all platforms for news, except for the internet, and TV news use among this age group is almost ubiquitous (94%). ABC1s are more likely than C2DEs to use the internet, radio and newspapers for news nowadays.

**BBC One is the most important news source, used by 62% of UK adults, followed by ITV and Facebook.** When looking across all platforms, UK adults say they use an average of 6.7 individual sources for news nowadays. The most popular source is BBC One which is used by 62% of all UK adults, followed by ITV (41%) then Facebook (33%). As the most-used platform for news nowadays, television clearly remains central to people's news consumption, with seven TV sources appearing in the top 20 most-used source list, more than any other platform (four social media sites, four newspaper titles, three radio stations and two websites/apps also appeared in the top 20 most-used source list). When these sources are grouped into wholesale categories, the BBC has the highest audience reach (81%), followed by ITN/ITV (53%/45%), Sky (27%), DMGT (25%) and News Corp (20%).

**BBC One also had the highest proportion of respondents claiming it was their most important news source (27%).** This was followed by ITV (10%), Facebook (8%) and the BBC website/app (6%). At a platform level, measures of quality, accuracy, trustworthiness and impartiality (among other things) are strongest among readers of magazines and weakest among users of social media. Four in ten (39%) users of social media for news said they thought it was impartial, compared to 77% among users of magazines, 63% for TV users and 59% for radio users. Similarly, 39% of users found social media a trustworthy source of news, compared to 80% of magazines users and 70% and 66% of users who trust TV and radio respectively. This could be linked to findings in the qualitative research that suggest many people are aware of, and concerned about, fake news, which they were particularly likely to associate with social media. However, few in the qualitative research were able to articulate what fake news is or what it looks like in practice.

## Overall summary – Adults (2)

**Overall 64% of UK adults say they use the internet for news. However, qualitative research suggests that the frequency with which people consume online news could be under-reported.** Many people most readily associate the term ‘news’ with traditional sources, such as those in newspapers and on TV, as opposed to online. People are also not always fully aware of how much time they spend consuming news online as much of this is processed unconsciously, when people are exposed to news stories without realising it. Also, Smartphones and social media typically mix news with other types of content, which can sometimes lead to people not being aware they are consuming news. These factors can lead to people under-estimating their online news consumption.

**Social media is the most popular type of online news, used by 44% of UK adults, compared to 37% that use any other type of internet source.** Social media is now used by 44% of people to access news. However, while lots of people can recall the social media site they consumed the news on (e.g. 76% of respondents said they used Facebook for news nowadays), some struggle to remember the original source of the news story. For instance, 43% of those who used Facebook for news said they only knew the original source of news stories posted by other people they follow on Facebook ‘some of the time’. Qualitative research suggests that this may be partly because social media sites display news content from a wide range of different sources and alongside other types of content, making it harder to distinguish news from other kinds of content and to identify the original source.

**TV is the most popular platform for accessing international and local news.** TV is the most popular platform for accessing international news, used by 62% of UK adults, followed by radio (25%) or printed newspapers (24%). Four in five users of those platforms said they are satisfied with the quality of the news provided through these platforms. One in five (18%) said they use social media for international news, however only two thirds (65%) of these respondents said they are satisfied with the quality of the news provided. TV is also the most popular platform for accessing local news. Half of all adults say they watch regional and local broadcasts on BBC TV (48%) and one third, ITV (32%). More than four in five of these viewers are satisfied with the quality of news that these channels provide.

## Overall summary – Adults (3)

**In the Nations, BBC One is the most used source for news in Wales, Scotland and England, while UTV is most popular in Northern Ireland.** Facebook is the third most popular source across all Nations. Welsh respondents are most likely to say they're interested in news about their Nation (55% vs. 49% in Scotland, 37% in NI and 32% in England).

### **Six in ten thought it was important for 'society overall' that broadcasters provide current affairs programming**

Sixty-three per cent of UK adults feel that it is important 'to society overall' that broadcasters provide current affairs programmes, more than say it is important to them personally (51%). Two thirds claim to watch current affairs programmes on TV, with one in five listening to current affairs programmes on the radio. Three quarters (72%) of those watching on TV do so on BBC One. Two fifths (40%) of those listening on the radio do so on BBC Radio 4.

## Overall summary – 12-15 year olds

**Overall, six in ten children aged 12-15 claim to be either ‘very’ or ‘quite’ interested in news, which means that four in ten said they were either ‘not very’ or ‘not at all’ interested.** Children engage with news to understand what is happening in the world around them (53% said they follow the news because ‘it’s important to know what’s going on’). Three-quarters of 12-15s said they consume news on a weekly basis and three-fifths said they are actively looking for news. Among those who said they were not interested in the news, the main reason was because it ‘is too boring’ (41%). A further quarter (23%) of children who were not interested in news said it was not relevant for people their age and 13% said it was too upsetting. This was a running theme that was also observed among adults in the qualitative research, with people noting that they felt miserable after consuming news as they felt it always focused on negative events. Parents also told us that, in some instances, they would shield their children from the news when a story was broadcast that they felt was inappropriate for their child to hear e.g. the reporting of a rape case on the lunchtime radio bulletin.

**As with adults, TV is the most popular platform for news consumption and BBC One, the most popular source.** The most popular type of news content that children are most interested in is sports/sports personalities (19%) and music news/singers /musicians (18%). When asked which platform they use most often for news, TV was the most popular (29%), followed by social media (22%) and talking to family (15%). Social media was used most often for celebrity, music and fashion news, while TV was used most often for all other types of news content. The most popular news source across platforms is BBC One/Two (45%), followed by Facebook (34%), then ITV (30%) and YouTube (27%). 12-15 year olds are most likely to find out about TV sources / the BBC website/app from parent(s), and find out about social media sources from friends.

**Family, radio and TV are perceived to be the most truthful sources.** Eighty-two per cent of 12-15s said that the news they heard from family was either ‘always’ or ‘mostly’ true, compared to 77% for radio and 73% for TV. Only one in three (34%) think news stories on social media are reported truthfully. Similar numbers (36%) say they normally think about whether a news story they see on social media is true. Three quarters (78%) claim to have heard about ‘fake news’ and say they’re aware of its meaning (74%). Two in five (43%) claim to have seen a ‘fake news’ story.

## Section 2

# Platforms used for news nowadays

## Summary – platforms used for news nowadays

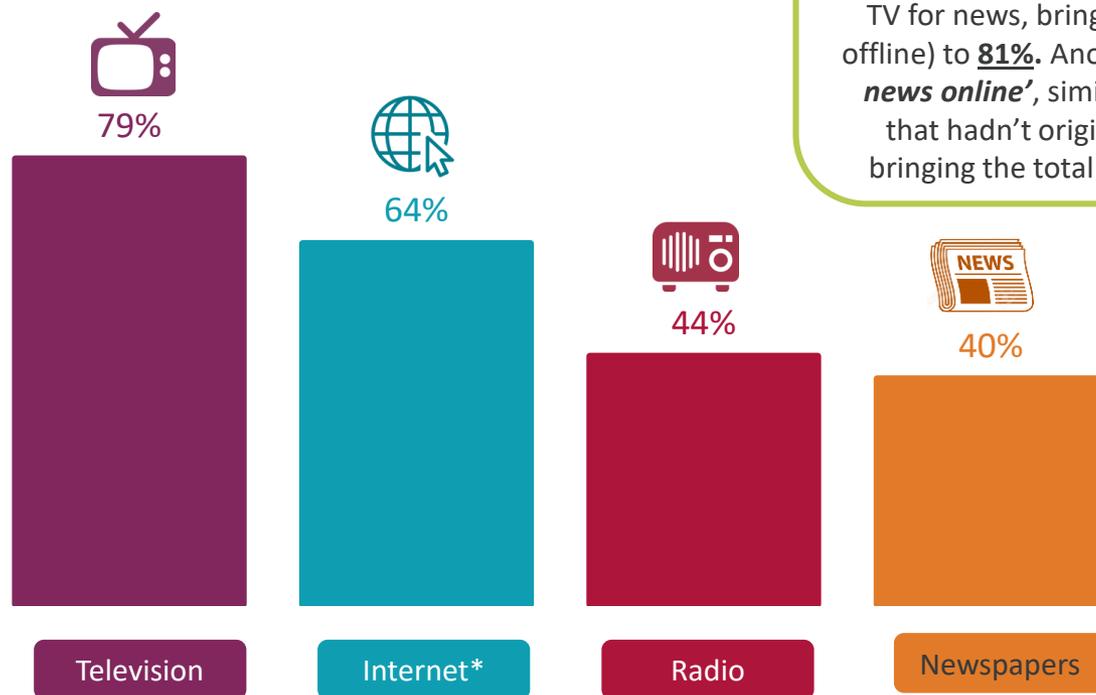
- TV is the most-used platform for news nowadays (79%), followed by the internet (64%). Radio (44%) and newspapers (40%) are next most used.
  - A greater proportion of adults claim to use social media for news nowadays (44%) than all ‘other’ internet sources (37%).
- There are a number of differences in platforms used for news by demographic group:
  - Almost all (94%) of those aged 65+ say they use the TV for news nowadays compared to around six in ten (57%) 16-24s. Those aged 65+ are also more likely to be using newspapers and radio for news than those aged 16-24, while the younger age group are more likely to use the internet.
  - The ABC1 socio-economic group are more likely to use internet, radio and newspapers for news than C2DEs, but are just as likely to use TV.
  - EMGs (ethnic minority groups) are more likely to use the internet for news than non-EMGs, but are less likely to use TV and radio.
- One in seven adults (14%) use all four main platforms for news (i.e. TV, radio, newspapers and the internet). One in ten uses only TV (10%) or only the internet (10%) for news.
- With the exception of celebrity news, TV is used most often for all types of news content.

TV is the most-used platform for news nowadays, followed by the internet. Radio and Newspapers are next most-used.

**Figure 2.1**

Use of main platforms for news nowadays - 2018

All adults 16+



In the internet section of the questionnaire, we ask respondents 'In which types of ways do you access and use news through internet sources nowadays'. A possible answer here was '**Watch TV news online**'. 54 people selected this option who didn't originally say they used TV for news, bringing the total for TV news (online or offline) to **81%**. Another option here was '**Listen to radio news online**', similarly 26 people selected this option that hadn't originally said they use radio for news, bringing the total for radio (online or offline) to **45%**.

Source: Ofcom News Consumption Survey 2018

Question: C1. Which of the following platforms do you use for news nowadays? (options included Television, Newspapers (printed), Radio, Social media on a computer/laptop/netbook/tablet, Social media on a mobile phone, Other internet sources on a computer/laptop/netbook/tablet (including apps you've downloaded and those automatically loaded onto your device), Other internet sources on a mobile phone (including apps you've downloaded and those automatically loaded onto your phone), Interactive TV services via the 'red button' or apps on the TV, magazines, Word of mouth (family/friends/colleagues) – in person/by phone/email, None of these.

Base: All Adults 16+ - 2018=4618 \* Internet figures include use of social media and all other internet sources accessed via any device

While those aged 65+ are more likely to use TV, radio and newspapers for news nowadays, 16-24s are more likely to use the internet. ABC1s are more likely to use all main platforms, with the exception of TV.

## Figure 2.2

### Use of main platforms for news nowadays 2018 - by demographic group

All adults 16+

	Total	Male	Female	16-24	65+	ABC1	C2DE	EMG	Non-EMG
Television	79%	79%	80%	57%	94%	79%	80%	69%	81%
Internet (any device)*	64%	64%	64%	82%	38%	68%	59%	73%	62%
Radio	44%	45%	43%	24%	54%	47%	40%	35%	46%
Newspapers (printed)	40%	41%	38%	21%	60%	43%	36%	40%	40%

Source: Ofcom News Consumption Survey 2018

Question: C1. Which of the following platforms do you use for news nowadays?

Base: All Adults 16+ 2018 - Total=4618, Male=2194, Female=2417, 16-24=631, 65+=990, ABC1=2502, C2DE=2110, EMG=722, Non-EMG=3880

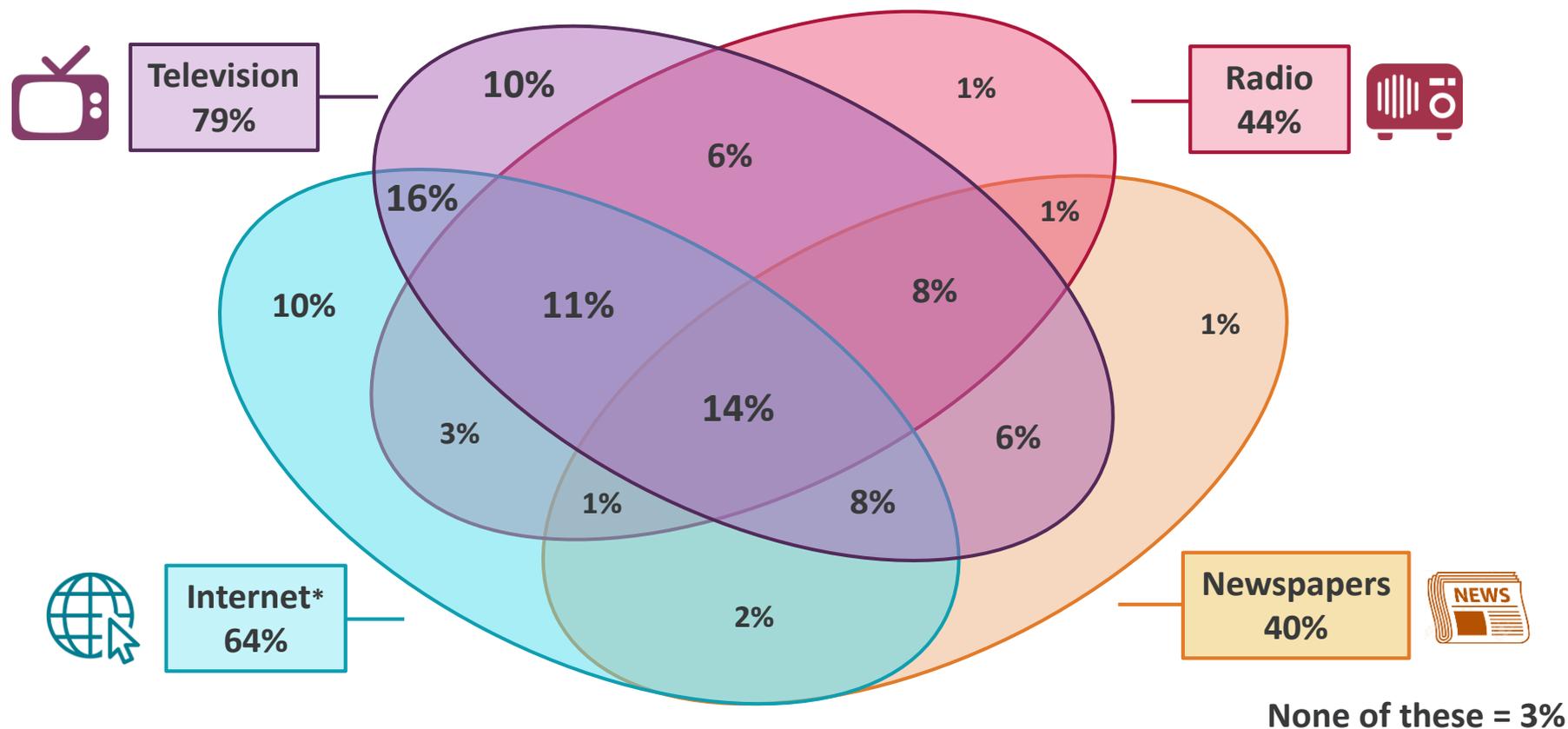
Green shading indicates significant differences between groups \* Internet figures include use of social media and all other internet sources accessed via any device

One in seven adults claim to use all four of the main platforms for news, while one in ten use only the TV or only the internet for news.

**Figure 2.3**

Cross-over use of four main platforms for news nowadays - 2018

All adults 16+



**None of these = 3%**

Source: Ofcom News Consumption Survey 2018

Question: C1. Which of the following platforms do you use for news nowadays?

Base: All Adults 16+ 2018 - Total=4618

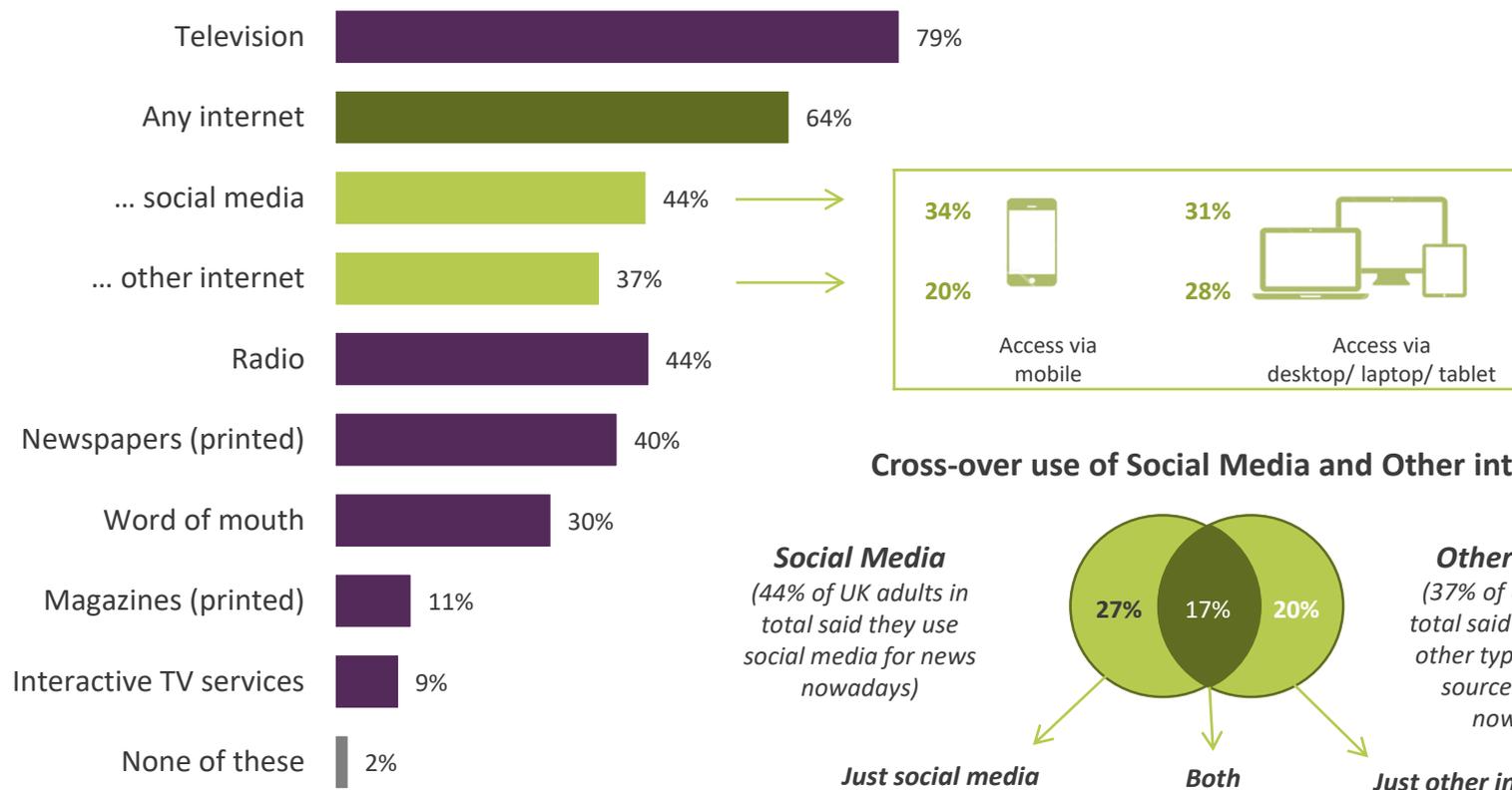
\* Internet figures include use of social media and all other internet sources accessed via any device

A greater proportion of adults claim to use social media for news nowadays than other internet sources. Use of social media for news is equally common on a mobile vs other devices.

**Figure 2.4**

All platforms used for news nowadays – 2018

All adults 16+



Source: Ofcom News Consumption Survey 2018

Question: C1. Which of the following platforms do you use for news nowadays? (options included Television, Newspapers (printed), Radio, Social media on a computer/laptop/netbook/tablet, Social media on a mobile phone, Other internet sources on a computer/laptop/netbook/tablet (including apps you've downloaded and those automatically loaded onto your device), Other internet sources on a mobile phone (including apps you've downloaded and those automatically loaded onto your phone), Interactive TV services via the 'red button' or apps on the TV, magazines, Word of mouth (family/friends/colleagues) – in person/by phone/email, None of these.

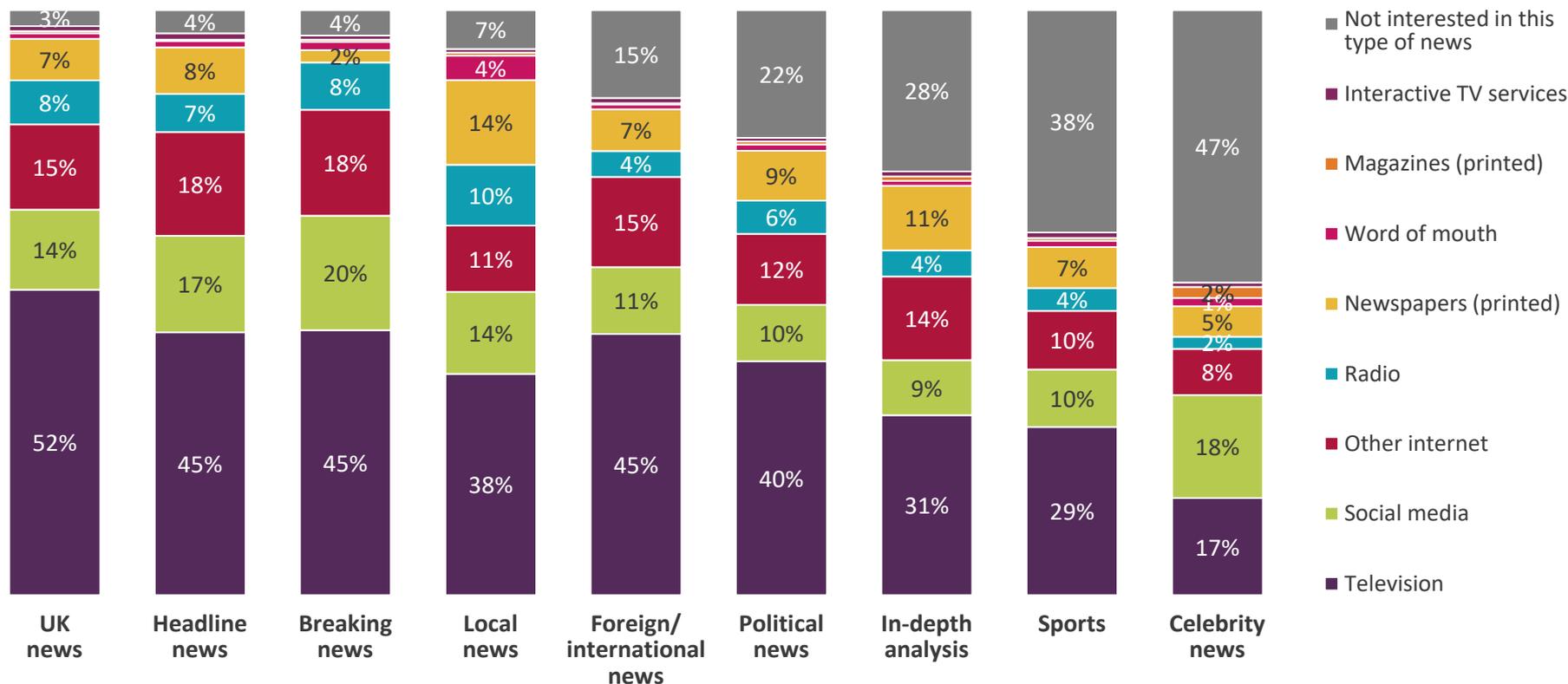
Base: All Adults 16+ - 2018=4618

TV is used most often for all types of news content (with the exception of celebrity). Social media is more likely to be used for breaking, celebrity and headline news. Social media is more likely to be used for breaking, celebrity and headline news.

**Figure 2.5**

Platforms used most often for different types of news content – 2018

All adults 16+ who follow news



Source: Ofcom News Consumption Survey 2018

Question: D1. Where do you tend to go most often for each of the following types of news content?

Base: All adults 16+ who follow news 2018 – Total=4523

# Section 3

## Cross-platform news consumption

## Summary – cross-platform news consumption

- The most popular news source across platforms is BBC One (62%), followed by ITV (41%) then Facebook (33%). The BBC News Channel (26%), Sky News Channel (24%) and BBC website/app (23%) are the next most popular sources.
- There are seven TV sources in the top 20, the most of all platforms.
- There are considerable differences by demographic group, For example
  - Those aged 65+ are twice as likely as 16-24s to say they use BBC One for news (82% vs. 39%), and ITV (53% vs. 27%), while 16-24s are much more likely to use Facebook (52% vs. 12%) and Twitter (30% vs. 2%) and the other social media platforms.
  - Those in the ABC1 and EMG groups are more likely to use more news sources for news than are C2DEs and non-EMGs.
- The BBC has the highest cross-platform audience reach (81%), followed by ITN/ITV (53%/45%), Sky (27%), DMGT (25%) and News Corp (20%).

The most popular news source across platforms is BBC One, followed by ITV, Facebook, then the BBC News and Sky News Channels.

### Figure 3.1

#### Top 20 news sources - 2018

% of all adults 16+ using each source for news nowadays

	2018
BBC One	62%
ITV/ITV WALES/UTV/STV	41%
Facebook	33%
BBC News Channel	26%
Sky News Channel	24%
BBC website/app	23%
Channel 4	18%
Google (search engine)	17%
Twitter	14%
BBC Two	14%
Daily Mail	12%
BBC Radio 2	12%
Channel 5	10%
BBC Radio 4	10%
WhatsApp	10%
Instagram	9%
The Metro	9%
BBC Radio 1	9%
The Sun	8%
Mail on Sunday	8%

- TV Channel
- Newspaper
- Radio station
- Social media
- Website/app

Source: Ofcom News Consumption Survey 2018

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All adults 16+ –2018=4618

Those aged 65+ are twice as likely as 16-24s to use BBC One and ITV, while 16-24s are more likely to use social media platforms. ABC1s and EMGs are more likely to use the majority of news sources than are C2DEs and non-EMGs.

### Figure 3.2

#### Top 20 news sources 2018 - by demographic group

% of all adults 16+ using each source for news nowadays

	Total	Male	Female	16-24	65+	ABC1	C2DE	EMG	Non-EMG
BBC One	62%	62%	62%	39%	82%	64%	61%	49%	65%
ITV/ITV WALES/UTV/STV	41%	38%	45%	27%	53%	35%	49%	28%	44%
Facebook	33%	30%	36%	52%	12%	32%	34%	34%	33%
BBC News Channel	26%	29%	24%	15%	32%	29%	24%	31%	25%
Sky News Channel	24%	27%	21%	16%	20%	25%	23%	30%	23%
BBC website/app	23%	28%	19%	21%	17%	29%	17%	23%	24%
Channel 4	18%	17%	18%	14%	17%	18%	18%	24%	16%
Google (search engine)	17%	19%	16%	17%	10%	20%	14%	20%	17%
Twitter	14%	15%	13%	30%	2%	15%	12%	20%	13%
BBC Two	14%	15%	12%	9%	19%	14%	13%	16%	13%
Daily Mail	12%	12%	12%	5%	22%	13%	11%	13%	12%
BBC Radio 2	12%	11%	12%	4%	17%	13%	10%	5%	13%
Channel 5	10%	10%	10%	7%	11%	9%	12%	17%	9%
BBC Radio 4	10%	11%	9%	1%	20%	13%	6%	5%	11%
WhatsApp	10%	10%	10%	16%	2%	11%	9%	22%	7%
Instagram	9%	8%	10%	26%	1%	9%	9%	20%	7%
The Metro	9%	9%	9%	5%	9%	10%	7%	17%	7%
BBC Radio 1	9%	9%	9%	12%	4%	9%	8%	10%	8%
The Sun	8%	9%	8%	6%	8%	6%	11%	9%	8%
Mail on Sunday	8%	8%	8%	2%	16%	9%	7%	6%	8%

Source: Ofcom News Consumption Survey 2018

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All adults 16+ 2018 - Total=4618, Male=2194, Female=2417, 16-24=631, 65+=990, ABC1=2502, C2DE=2110, EMG=722, Non-EMG=3880

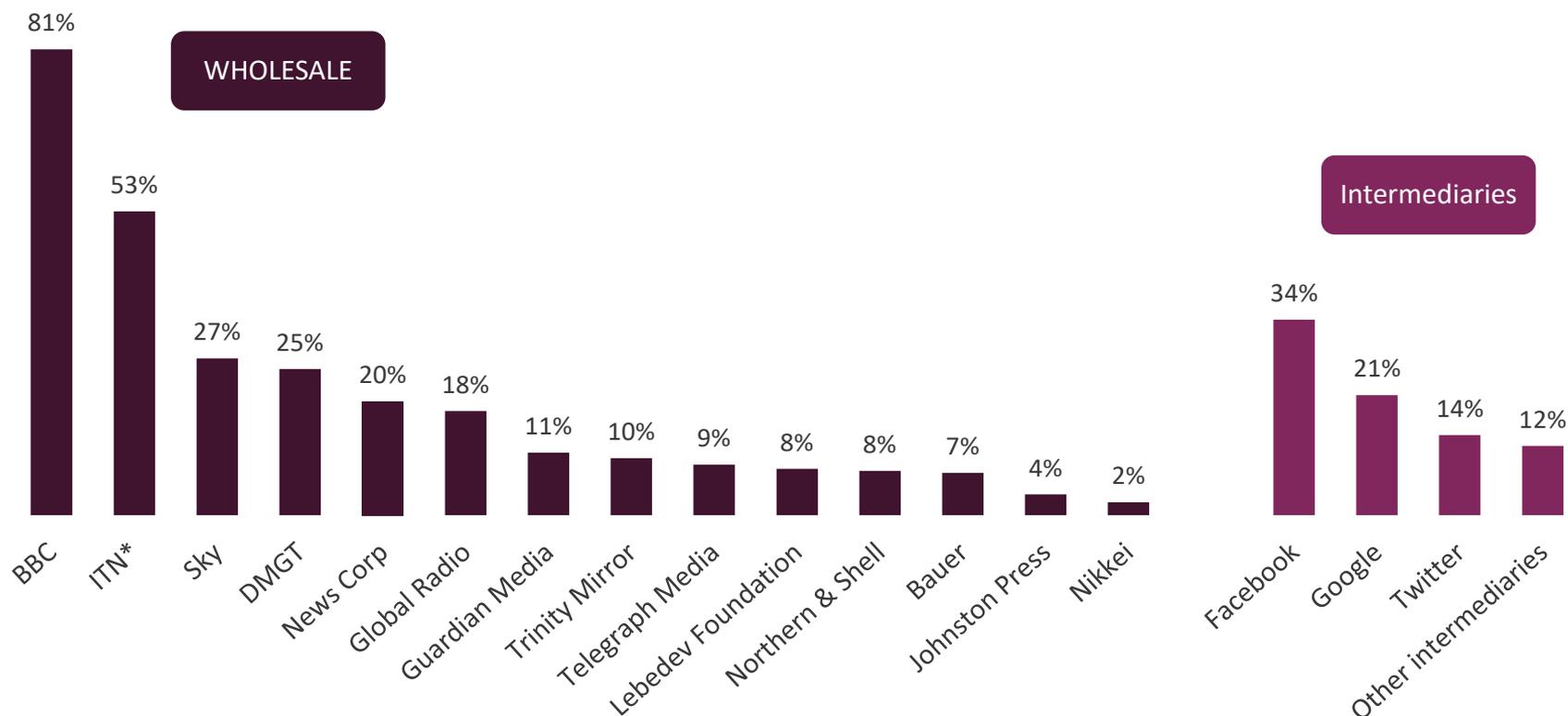
Green shading indicates significant differences between groups

At a wholesale level, the BBC has the highest cross-platform audience reach, followed by ITN, then Sky and DMGT.

**Figure 3.3**

Cross-platform wholesale providers used for news nowadays - 2018

All adults 16+ using TV/Newspapers/Radio/Internet/Magazines for news



\*In some circumstances, ITV is also a wholesale provider and is included in ITN

Source: Ofcom News Consumption Survey 2018

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All adults 16+ using TV/Newspapers/Radio/Internet/Magazines for news – 2018=4479

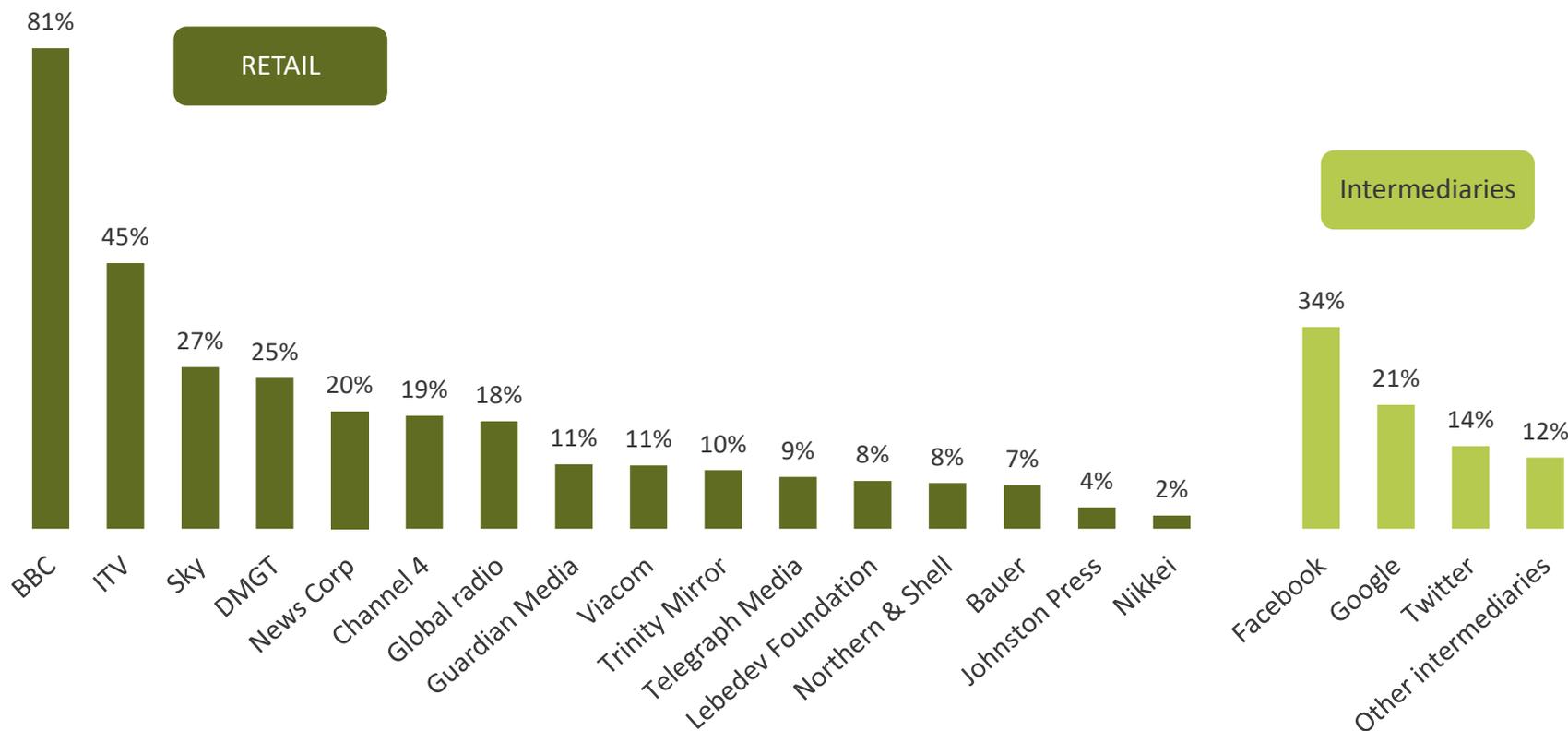
NOTE: 'Google' = Google News + Google + YouTube. 'Other intermediary' includes MSN, Yahoo, AOL, Flipboard, NewsNow. We distinguish between retail news provision (the individual title or brand of each news source that provides content to the user e.g. ITV News) and wholesale news provision (the supply and production of the news for a retail news source e.g. ITN).

At a retail level, the BBC also has the highest cross-platform audience reach, followed by ITV, then Sky and DMGT.

**Figure 3.4**

**Cross-platform retail providers used for news nowadays - 2018**

*All adults 16+ using TV/Newspapers/Radio/Internet/Magazines for news*



Source: Ofcom News Consumption Survey 2018

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All adults 16+ using TV/Newspapers/Radio/Internet/Magazines for news – 2018=4479

NOTE: 'Google' = Google News + Google + YouTube. 'Other intermediary' includes MSN, Yahoo, AOL, Flipboard, NewsNow. We distinguish between retail news provision (the individual title or brand of each news source that provides content to the user e.g. ITV News) and wholesale news provision (the supply and production of the news for a retail news source e.g. ITN).

# Section 4

## News consumption via television

## Summary – news consumption via television

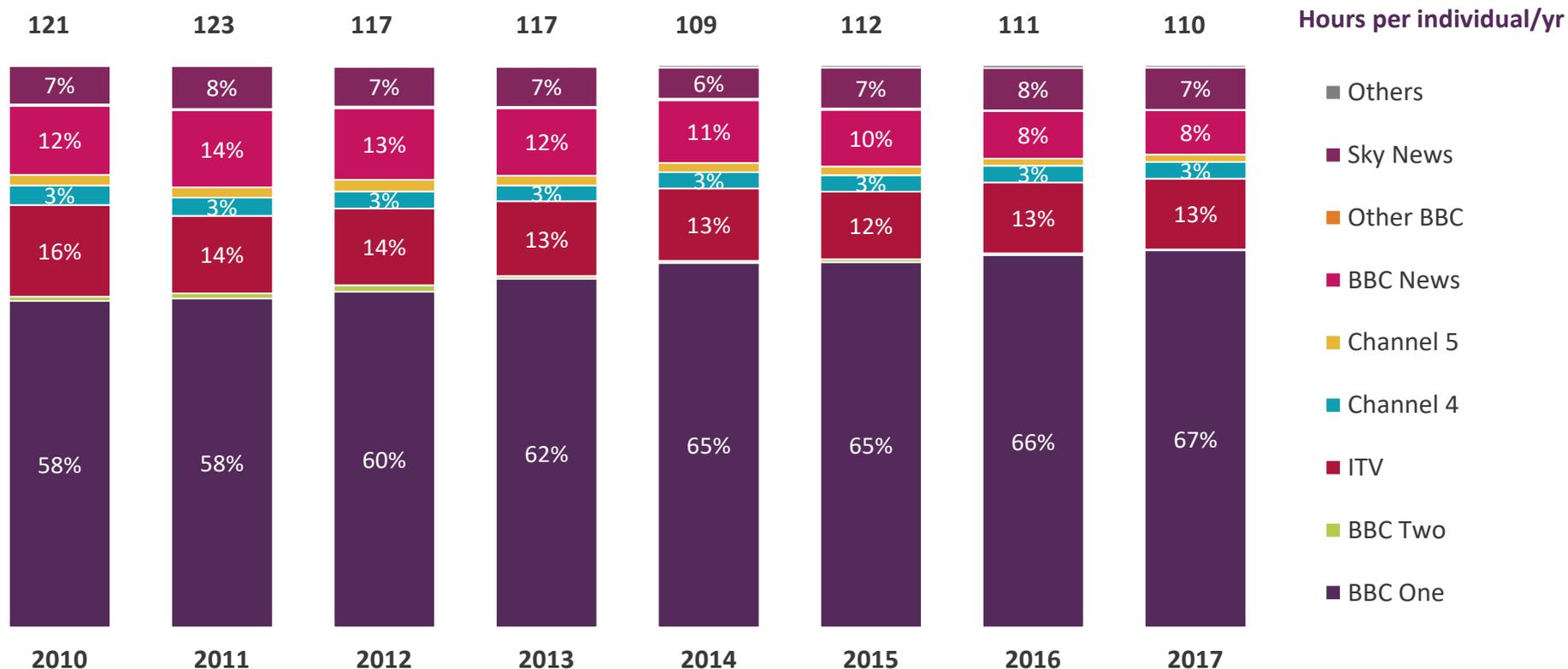
- BARB data shows that the majority of news viewing on the TV is through BBC channels and that their share of viewing has increased since 2010.
- The news consumption survey shows that among adults who use TV for news nowadays, the most popular channel used for news viewing is BBC One (78%), followed by ITV (52%) then the BBC News Channel (33%) and Sky News Channel (30%).
- There are a number of differences by demographic group:
  - ABC1 groups are more likely than C2DEs to watch the BBC TV channels and CNN, while C2DEs are more likely to watch ITV and Channel 5.
  - EMGs are more likely than non-EMGs to watch most TV channels for news. However, non-EMGs are more likely than EMGs to watch BBC One and ITV.
  - Those aged 65+ are more likely than 16-24s to view BBC One, ITV, BBC News Channel and BBC Two, but 16-24s are more likely to watch Sky News, Channel 4 and CNN.
- News is consumed most frequently on BBC One, followed by ITV and then the BBC News and Sky News channels.

BARB data shows that the majority of news viewing on TV is through the BBC channels, and this has increased since 2010. Overall, adults watch an average of 110 hours of news a decrease of 11 hours since 2010.

**Figure 4.1**

Proportion of national/international news viewing hours by channel group – 2010 to 2017

All adults 16+



Source: BARB, Network. Network programming based on 4+ area filter. Genre = national/international news.

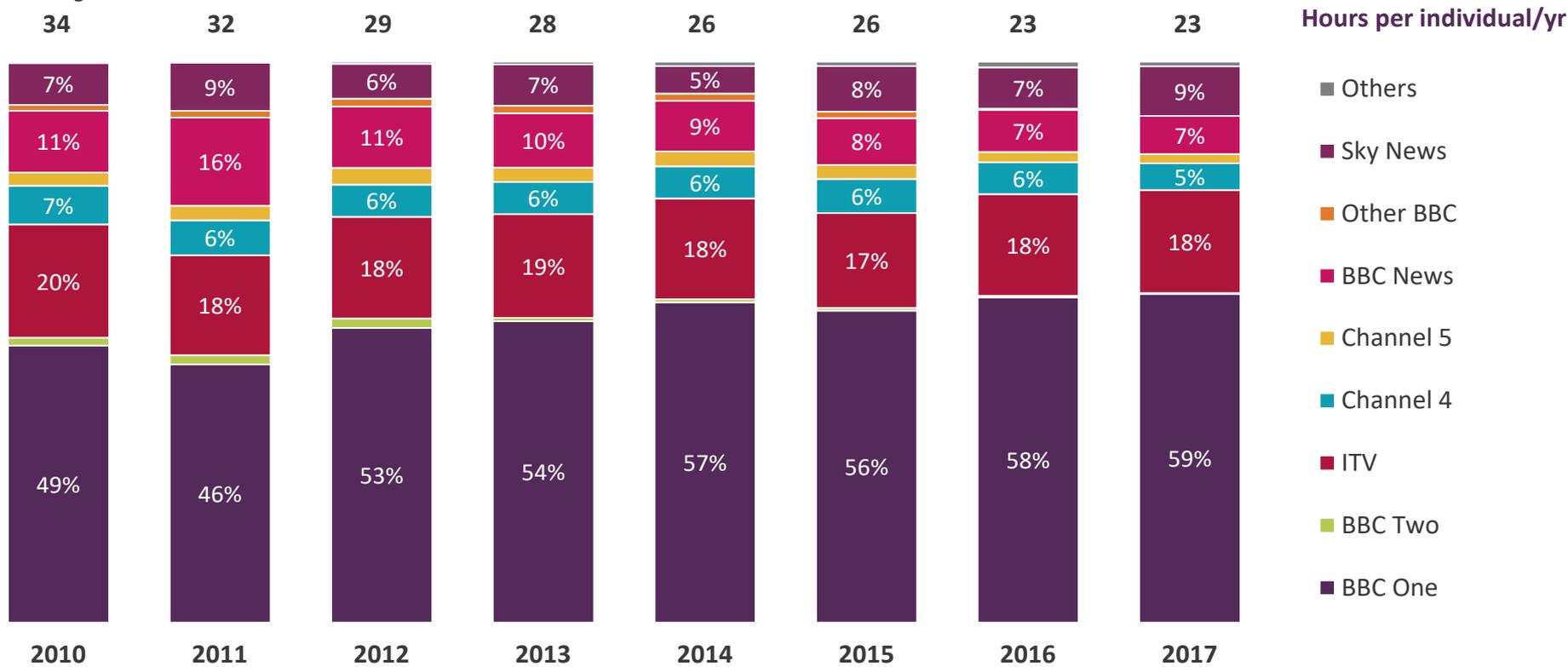
Channels include their HD and +1 variants. Others = all other channels that showed national/international news that are not any of the listed channels above.

BBC One accounts for the majority of news viewing among 16-24s. This age group watches an average of 23 hours of news, a decline of 11 hours since 2010 and is 87 hours less than all adults in 2017.

**Figure 4.2**

Proportion of national/international news viewing hours by channel group – 2010 to 2017 among adults aged 16-24

*All adults aged 16-24*



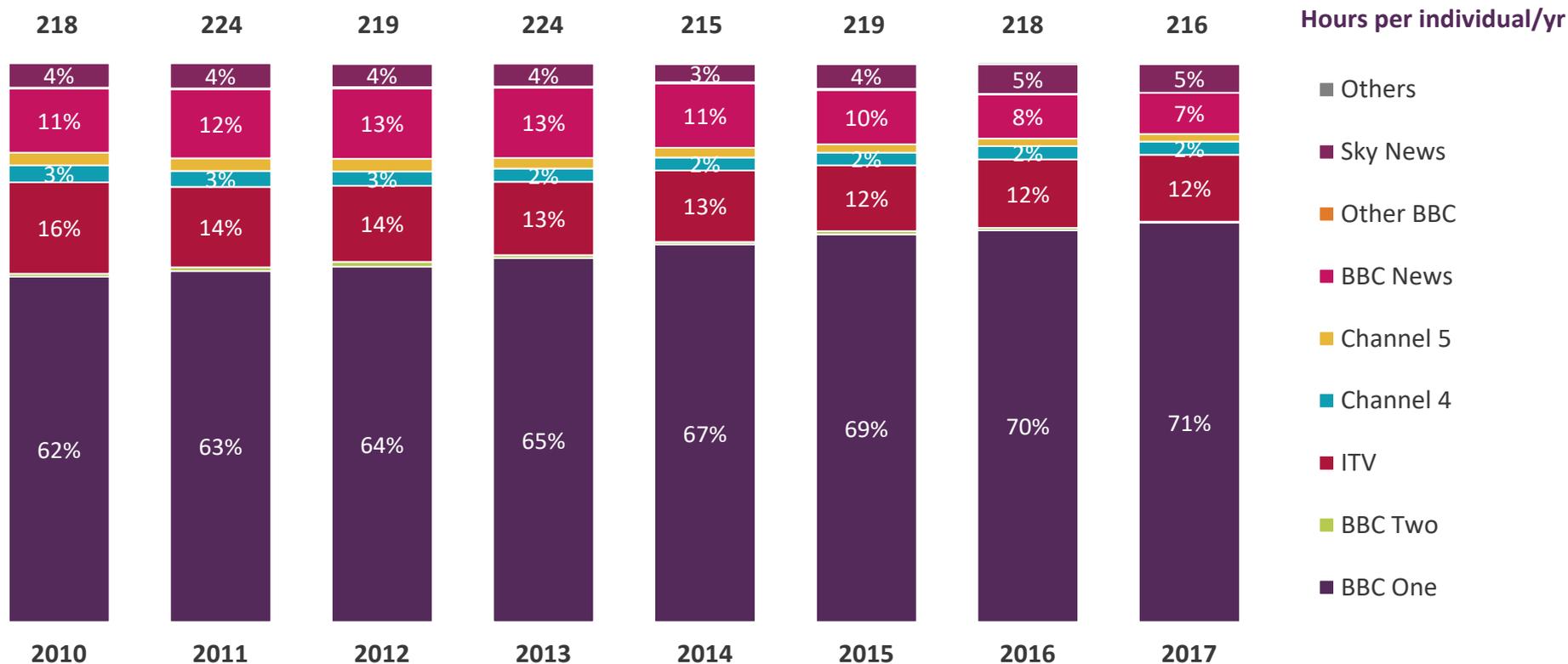
Source: BARB, Network. Network programming based on 4+ area filter. Genre = national/international news. Channels include their HD and +1 variants. Others = all other channels that showed national/international news that are not any of the listed channels above.

The proportion of news viewing across different TV channels by those aged 65+ is in line with the UK average. The total number of hours viewed by those aged 65+ is 216 hours, compared to 110 for all UK.

### Figure 4.3

Proportion of national/international news viewing hours by channel group – 2010 to 2017 among adults aged 65+

All adults aged 65+



Source: BARB, Network. Network programming based on 4+ area filter. Genre = national/international news.

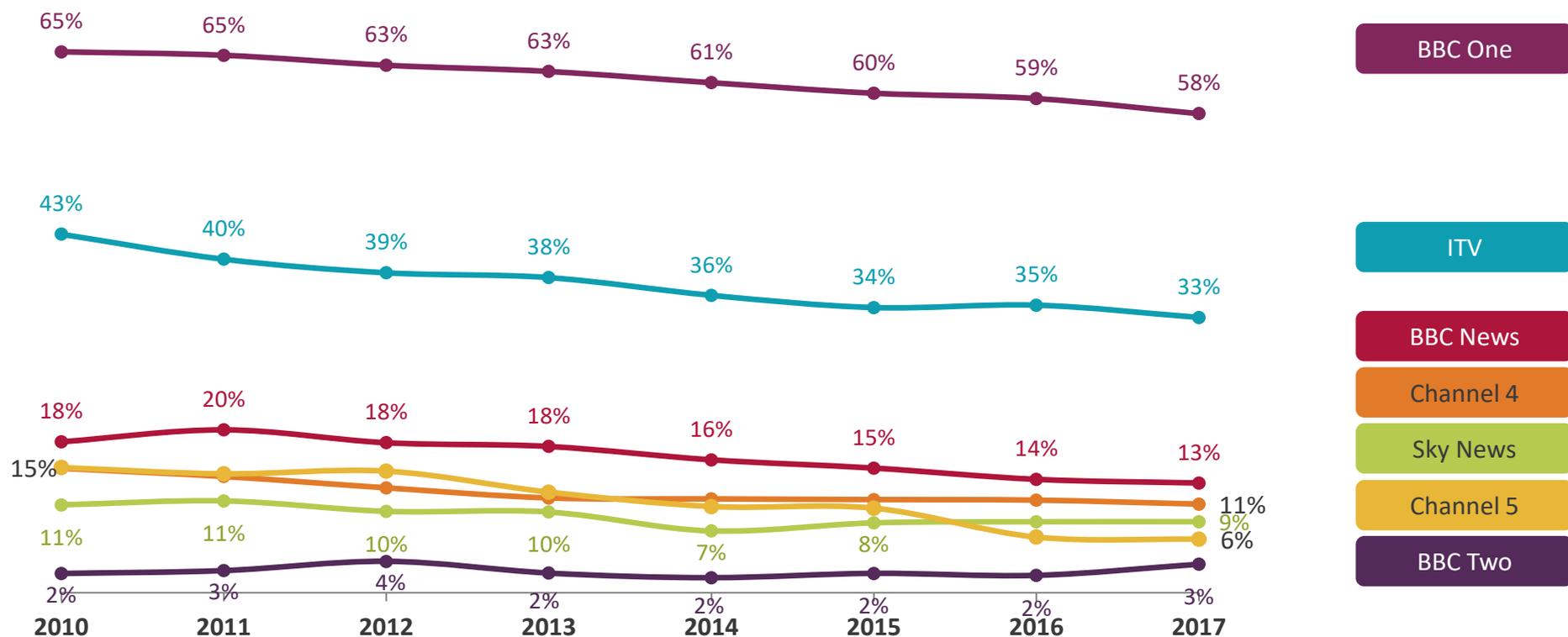
Channels include their HD and +1 variants. Others = all other channels that showed national/international news that are not any of the listed channels above.

Six in ten adults in the UK watched news on BBC One each week in 2017, the highest reach of all channels. However, this represents a seven percentage point decrease since 2010.

**Figure 4.4**

Average weekly reach of national/international news by channel - 2010 to 2017

All adults 16+



Source: BARB, Network. Network programming based on 4+ area filter. Genre = national/international news.

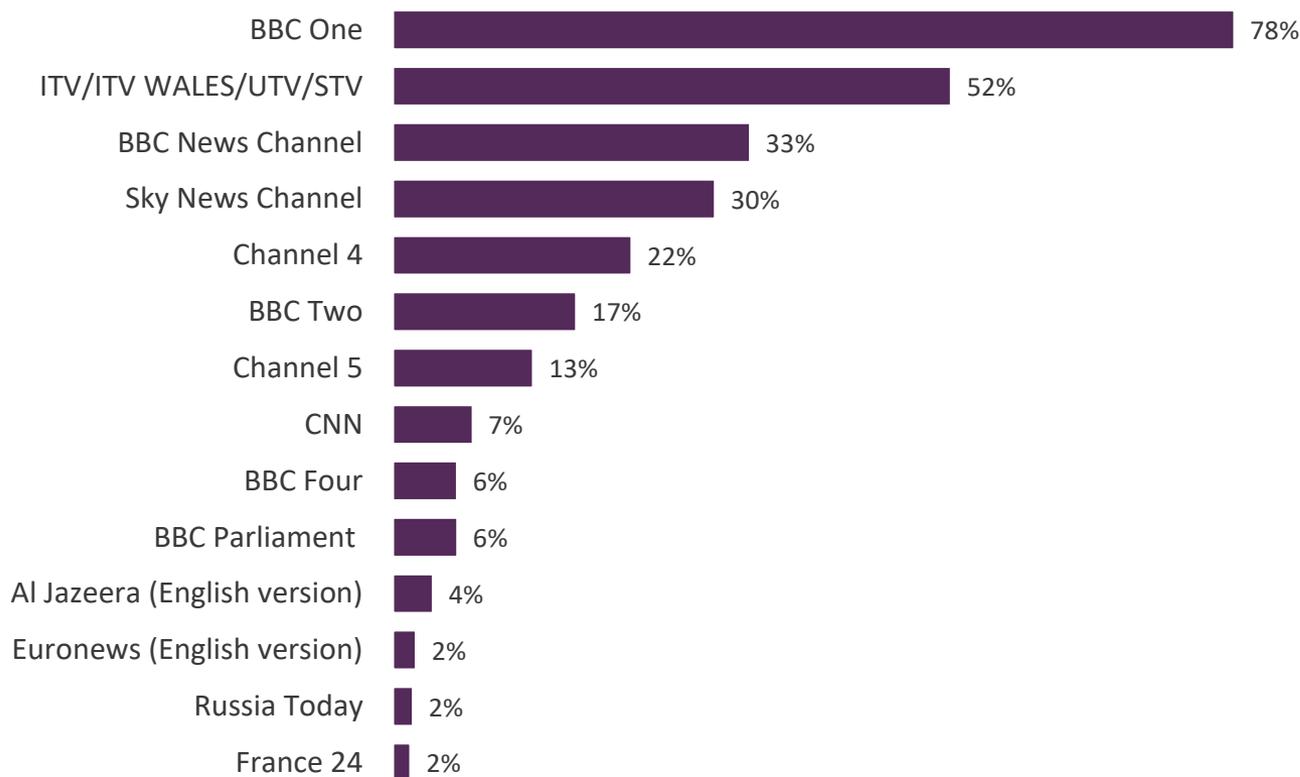
Channels include their HD and +1 variants. Reach criteria = 3 consecutive minutes. Full weeks used for the correct calculation of weekly averages

Among adults who use TV for news (79%), the most popular channel used for news nowadays is BBC One, followed by ITV then the BBC News and Sky News channels.

## Figure 4.5

### TV channels used for news nowadays - 2018

*All using TV for news*



Source: Ofcom News Consumption Survey 2018

Question: D2a. Thinking specifically about television, which of the following do you use for news nowadays?

Base: All using TV for news –2018=3731

Only sources with an incidence of 2%+ in 2018 are shown

EMGs are more likely than non-EMGs to use all TV sources, except BBC One, ITV and RT. ABC1s are more likely to use the BBC TV channels and CNN for news nowadays, while C2DEs are more likely to use ITV and Channel 5.

**Figure 4.6**

TV channels used for news nowadays 2018 - by demographic group

*All using TV for news*

	Total	Male	Female	16-24	65+	ABC1	C2DE	EMG	Non-EMG
BBC One	78%	79%	78%	68%	87%	81%	76%	70%	80%
ITV/ITV WALES/UTV/STV	52%	48%	56%	47%	57%	44%	61%	41%	54%
BBC News Channel	33%	36%	30%	26%	34%	37%	30%	45%	31%
Sky News Channel	30%	34%	26%	28%	22%	31%	29%	43%	28%
Channel 4	22%	22%	22%	25%	18%	22%	22%	35%	20%
BBC Two	17%	19%	16%	15%	21%	18%	16%	23%	16%
Channel 5	13%	13%	13%	12%	12%	12%	14%	24%	11%
CNN	7%	8%	7%	7%	3%	10%	5%	23%	5%
BBC Four	6%	6%	6%	6%	6%	7%	5%	11%	5%
BBC Parliament	6%	8%	4%	4%	7%	7%	5%	10%	5%
Al Jazeera (English version)	4%	4%	3%	3%	4%	4%	3%	9%	3%
Euronews (English version)	2%	2%	2%	1%	2%	2%	2%	4%	2%
Russia Today	2%	3%	1%	1%	2%	2%	2%	2%	2%
France 24	2%	2%	1%	1%	2%	2%	2%	3%	1%

Source: Ofcom News Consumption Survey 2018

Question: D2a. Thinking specifically about television, which of the following do you use for news nowadays?

Base: All using TV for news 2018 - Total=3731, Male=1777, Female=1949, 16-24=375, 65+=937, ABC1=2000, C2DE=1725, EMG=533, Non-EMG=3185

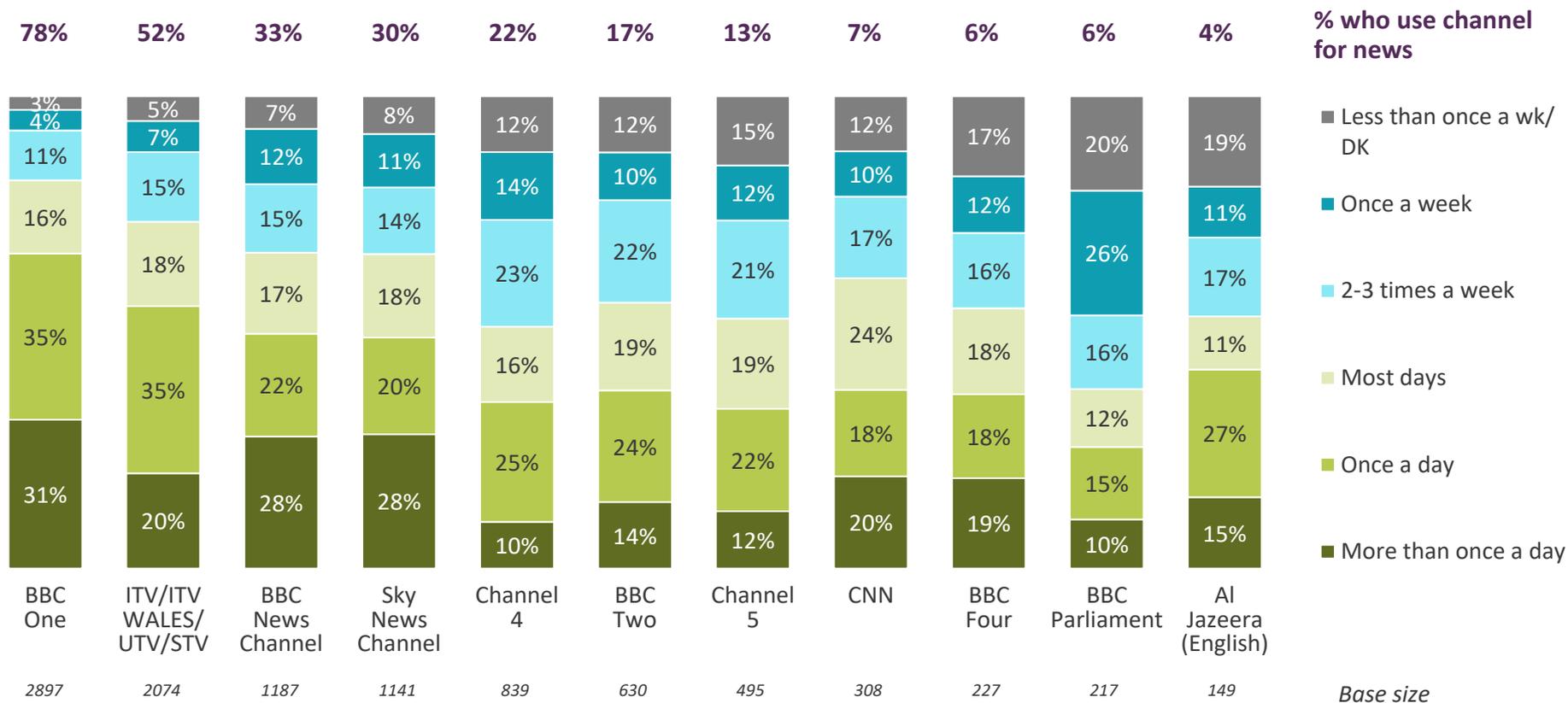
Green shading indicates significant differences between groups. Only sources with an incidence of 2%+ in 2018 are shown.

BBC One is used most frequently for news consumption, with two thirds (66%) of those who use TV for news using the channel at least once a day.

**Figure 4.7**

**Frequency of consumption for main TV channels - 2018**

*All using each source for news*



Source: Ofcom News Consumption Survey 2018

Question: D2b. And typically how often do you watch the news on...

Base: All who use each source for news 2018 (bases shown above, only sources used by 100+ respondents included)

# Section 5

## News consumption via radio

## Summary – news consumption via radio

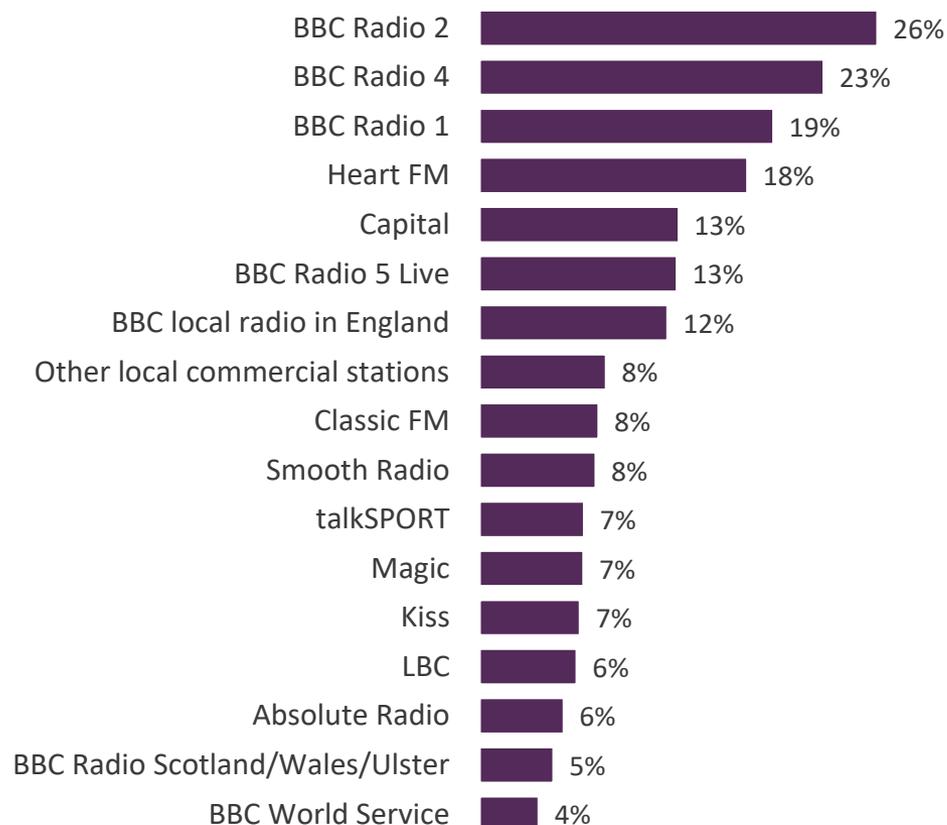
- More than two fifths (44%) of adults claim to consume news through the radio. Of these, three quarters (74%) claim to use any BBC station for news and half (55%) use any commercial radio station for news.
  - Two fifths (42%) only use BBC radio for news, compared to one quarter (24%) that only use commercial radio.
- A quarter use BBC Radio 2 (26%) and BBC Radio 4 (23%), while one in five say they use BBC Radio 1 (19%) and Heart FM (18%).
  - Those aged 65+ are more likely to listen to BBC Radio 2, 4, BBC local radio and BBC 5 live. 16-24s are more likely to listen to BBC Radio 1, Capital, Heart FM, Kiss, Magic and Absolute Radio.
  - ABC1s are more likely than C2DEs to listen to BBC Radio 4, whereas C2DEs are more likely than ABC1s to listen to Heart FM, Capital and other commercial radio stations.

Among those that use radio for news (44%), three-quarters claim to use any BBC station, with BBC Radio 2 being the most popular.

**Figure 5.1**

Radio stations used for news nowadays - 2018

*All using radio for news*



	2018
Any BBC Radio	74%
UK-wide BBC Radio	65%
Commercial radio	55%
BBC Radio only	42%
Commercial radio only	24%
Both BBC and Commercial	32%

Source: Ofcom News Consumption Survey 2018

Question: D6a. Thinking specifically about radio stations, which of the following do you use for news nowadays?

Base: All using radio for news –2018=2096

Only sources with an incidence of 4%+ in 2018 are shown

Those aged 65+ are more likely to listen to BBC Radio 2, 4, local radio and 5 live for news nowadays. 16-24s are more likely to listen to BBC Radio 1, Capital, Heart FM, Kiss, Magic and Absolute Radio.

## Figure 5.2

### Radio stations used for news nowadays 2018 - by demographic group

All using radio for news

	Total	Male	Female	16-24	65+	ABC1	C2DE	EMG	Non-EMG
BBC Radio 2	26%	25%	27%	18%	31%	28%	24%	14%	28%
BBC Radio 4	23%	24%	21%	6%	37%	28%	15%	15%	24%
BBC Radio 1	19%	19%	20%	49%	7%	19%	20%	28%	18%
Heart FM	18%	13%	22%	32%	5%	15%	20%	25%	16%
Capital	13%	11%	15%	33%	2%	12%	15%	26%	11%
BBC Radio 5 Live	13%	19%	7%	5%	12%	14%	12%	15%	13%
BBC local radio in England	12%	12%	13%	1%	24%	11%	14%	4%	14%
Other local commercial stations	8%	7%	9%	6%	6%	6%	11%	3%	9%
Classic FM	8%	8%	8%	7%	10%	7%	8%	10%	7%
Smooth Radio	8%	7%	8%	8%	6%	7%	9%	12%	7%
talkSPORT	7%	12%	2%	3%	3%	7%	7%	9%	7%
Magic	7%	7%	7%	9%	3%	7%	7%	11%	6%
Kiss	7%	6%	7%	20%	0%	5%	8%	13%	5%
LBC	6%	7%	5%	3%	4%	7%	6%	21%	4%
Absolute Radio	6%	6%	5%	5%	1%	5%	6%	7%	5%
BBC Radio Scotland/Wales/Ulster	5%	5%	4%	5%	5%	5%	5%	1%	5%
BBC World Service	4%	4%	3%	3%	5%	5%	3%	5%	4%

Source: Ofcom News Consumption Survey 2018

Question: D6a. Thinking specifically about radio stations, which of the following do you use for news nowadays?

Base: All using radio for news 2018 - Total=2096, Male=1034, Female=1060, 16-24=176, 65+=512, ABC1=1216, C2DE=876, EMG=276, Non-EMG=1809

Green shading indicates significant differences between groups. Only sources with an incidence of 4%+ in 2018 are shown.

# Section 6

## News consumption via newspapers

## Summary – news consumption via newspapers

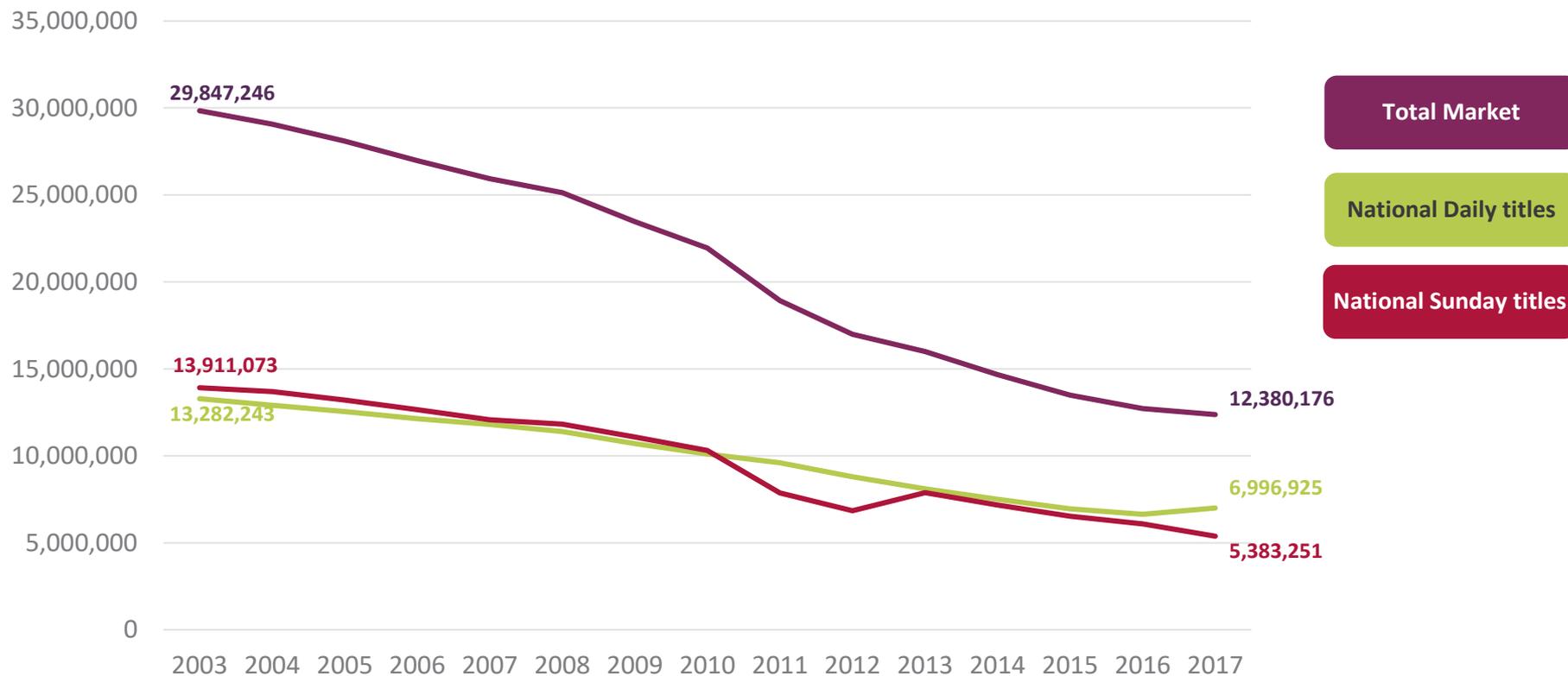
- Circulation of national newspaper titles has decreased from almost 30 million in 2003 to 12.4 million in 2017.
  - National Sunday titles have gone from 13.9 to 5.4 million and national daily titles from 13.3 to 7 million.
- Among the two fifths of adults who claim to consume news through newspapers, the most-used titles are the Daily Mail (31%), Metro (23%), The Sun (21%) and The Mail on Sunday (20%).
- 16-24s are more likely than those aged 65+ to read more of the titles. Those aged 65+ are more likely than 16-24s to read the Daily Mail and The Mail on Sunday.
- EMGs are more likely than non-EMGs to read more of the titles. Non-EMGs are more likely to read The Mail on Sunday.

Circulation of national newspaper titles has decreased from nearly 30 million in 2003 to 12.4 million in 2017.

### Figure 6.1

Circulation trends for national newspaper titles - 2003 to 2017

Average UK net circulation (million)



Total Market

National Daily titles

National Sunday titles

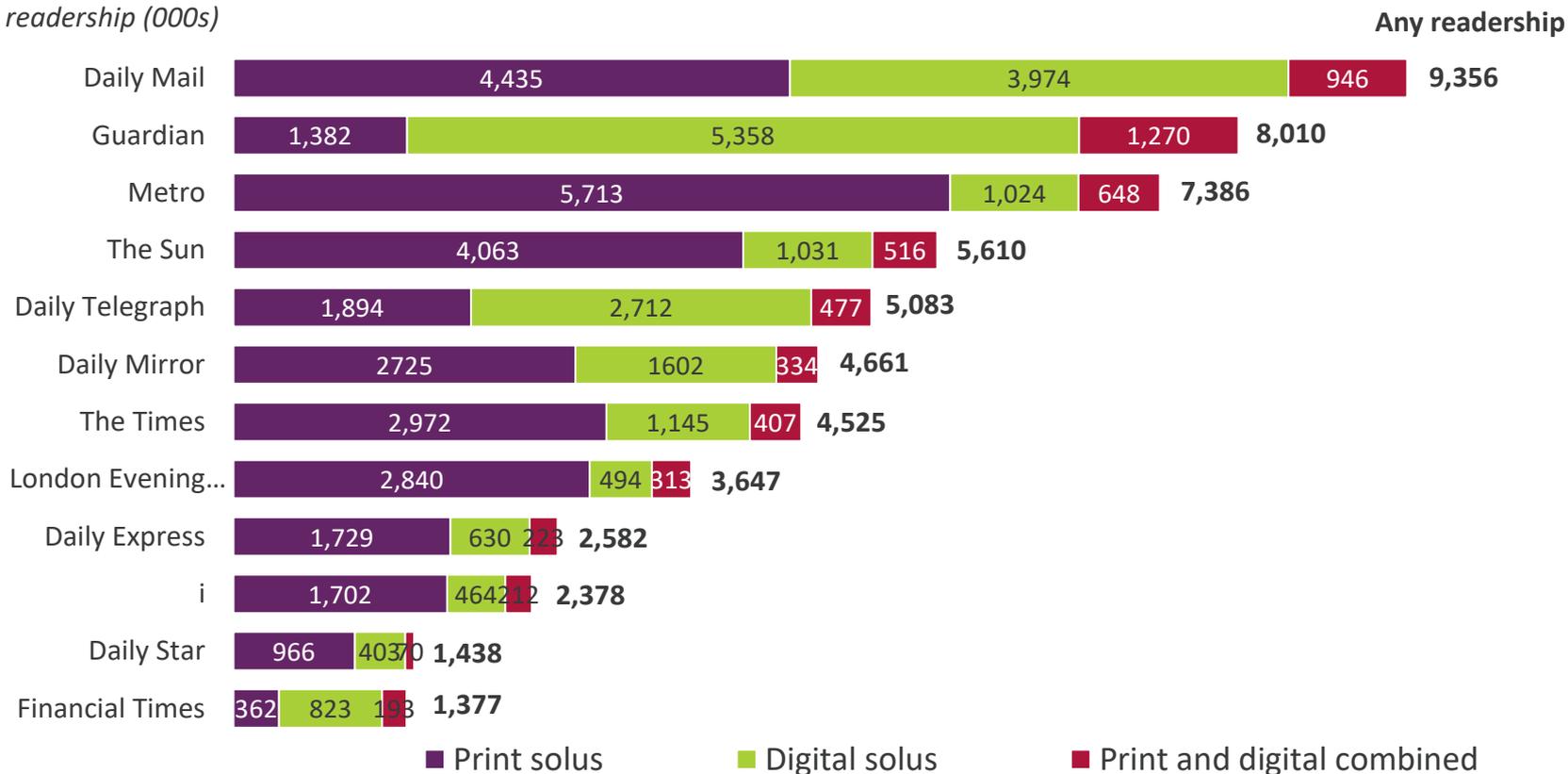
Source: ABC / Ofcom analysis

TouchPoints data shows that with print and online combined, the Daily Mail is the most widely-read news title in the UK. The Guardian is the most widely-read digital newspaper and the Metro the most read print newspaper.

**Figure 6.2**

Print vs. online newspaper readership by title – 2017

Weekly readership (000s)



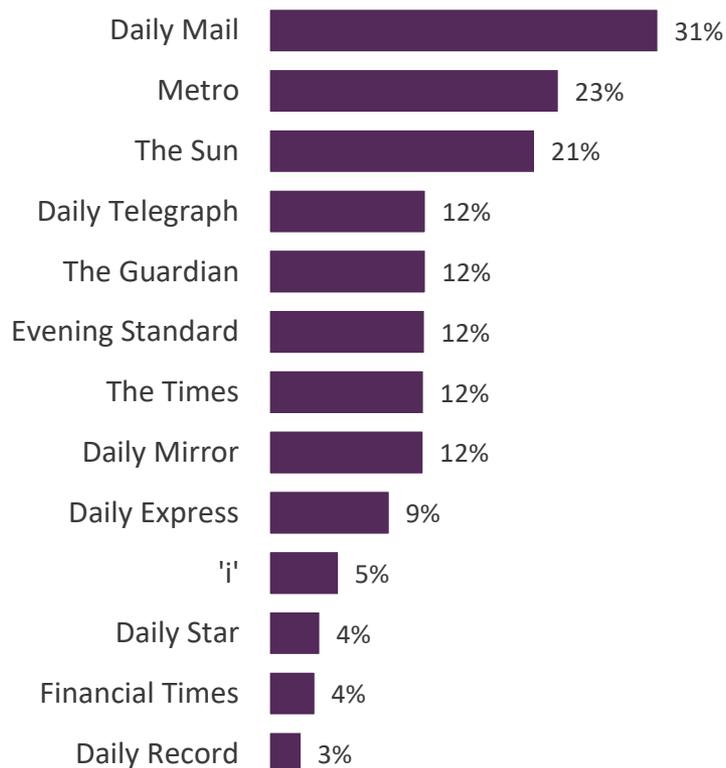
Source: TouchPoints 2017

Among the two fifths of adults who claim to consume news through newspapers, the most-used titles are the Daily Mail, Metro and The Sun.

### Figure 6.3

#### Daily newspapers used for news nowadays - 2018

*All using newspapers for news*



In total, **26%** of newspaper users used daily 'free-sheets'

Source: Ofcom News Consumption Survey 2018

Question: D3a. Thinking specifically about daily newspapers, which of the following do you use for news nowadays?

Base: All using newspapers for news –2018=1847

Only sources with an incidence of 3%+ in 2018 are shown

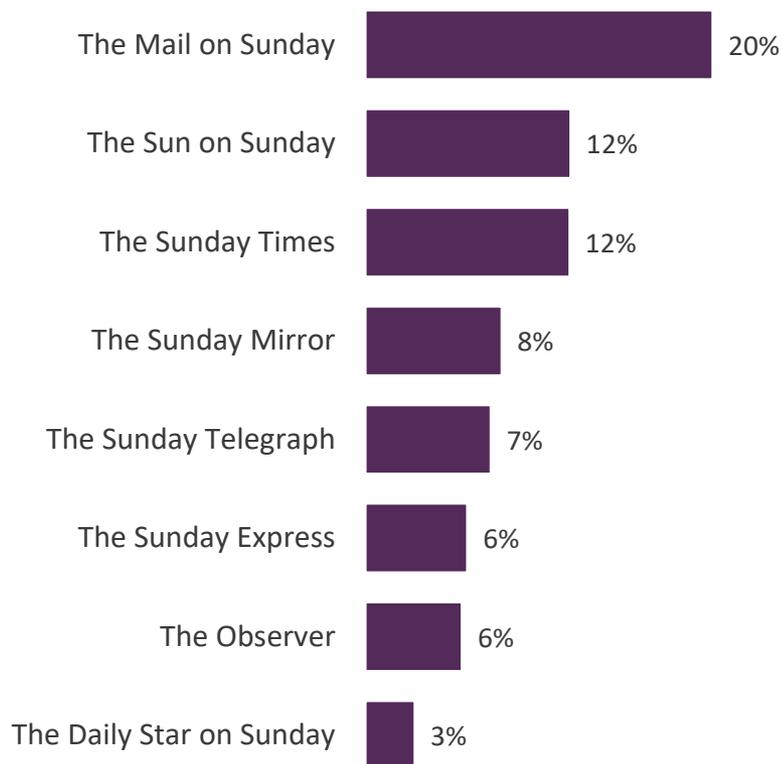
Note: Daily free-sheets are the Metro and the London Evening Standard.

The most read Sunday title is The Mail on Sunday, followed by The Sun on Sunday, The Sunday Times and The Sunday Mirror.

## Figure 6.4

### Sunday newspapers used for news nowadays - 2018

*All using newspapers for news*



In total, **6%** of newspaper users used free local weekly newspapers

Source: Ofcom News Consumption Survey 2018

Question: D4a. Thinking specifically about weekly newspapers, which of the following do you use for news nowadays?

Base: All using newspapers for news –2018=1847

Only sources with an incidence of 3%+ in 2018 are shown

EMGs and 16-24s are more likely to read more of the titles. Those aged 65+ are more likely to read the Daily Mail and The Mail on Sunday.

**Figure 6.5**

**Newspapers used for news nowadays 2018 - by demographic group**

*All using newspapers for news*

	Total	Male	Female	16-24	65+	ABC1	C2DE	EMG	Non-EMG
Daily Mail	31%	29%	32%	22%	37%	31%	30%	31%	31%
Metro	23%	22%	24%	25%	15%	24%	21%	43%	18%
The Sun	21%	21%	20%	29%	13%	14%	30%	22%	21%
Mail on Sunday	20%	19%	22%	7%	27%	21%	20%	15%	21%
Daily Telegraph	12%	12%	12%	16%	14%	17%	6%	16%	12%
The Guardian	12%	12%	13%	25%	4%	16%	7%	22%	10%
Evening Standard	12%	13%	11%	18%	5%	15%	8%	28%	9%
The Times	12%	13%	11%	15%	10%	16%	7%	19%	11%
Daily Mirror	12%	14%	10%	15%	10%	8%	18%	18%	11%
Sun on Sunday	12%	13%	11%	14%	7%	8%	18%	15%	12%
Sunday Times	12%	13%	11%	12%	9%	16%	6%	15%	11%
Daily Express	9%	10%	8%	11%	10%	9%	10%	12%	9%
Sunday Mirror	8%	9%	7%	7%	7%	6%	10%	13%	7%
Sunday Telegraph	7%	7%	8%	9%	8%	9%	4%	8%	7%
Sunday Express	6%	6%	6%	9%	7%	6%	6%	7%	6%
The Observer	6%	6%	5%	9%	4%	8%	3%	9%	5%
'i'	5%	7%	4%	11%	5%	7%	4%	4%	6%
Daily Star	4%	4%	4%	7%	2%	2%	7%	3%	4%
Financial Times	4%	6%	2%	8%	1%	5%	2%	8%	3%
Daily Star on Sunday	3%	4%	2%	7%	1%	2%	4%	5%	2%
Daily Record	3%	3%	2%	4%	3%	2%	4%	2%	3%

Source: Ofcom News Consumption Survey 2018

Question: D3a/4a. Thinking specifically about daily/weekly newspapers, which of the following do you use for news nowadays?

Base: All using newspapers for news 2018 - Total=1847, Male=962, Female=884, 16-24=140, 65+=566, ABC1=1080, C2DE=763, EMG=325, Non-EMG=1515

Green shading indicates significant differences between groups. Only sources with an incidence of 3%+ in 2018 are shown.

# Section 7

## News consumption via social media

## Summary – news consumption via social media

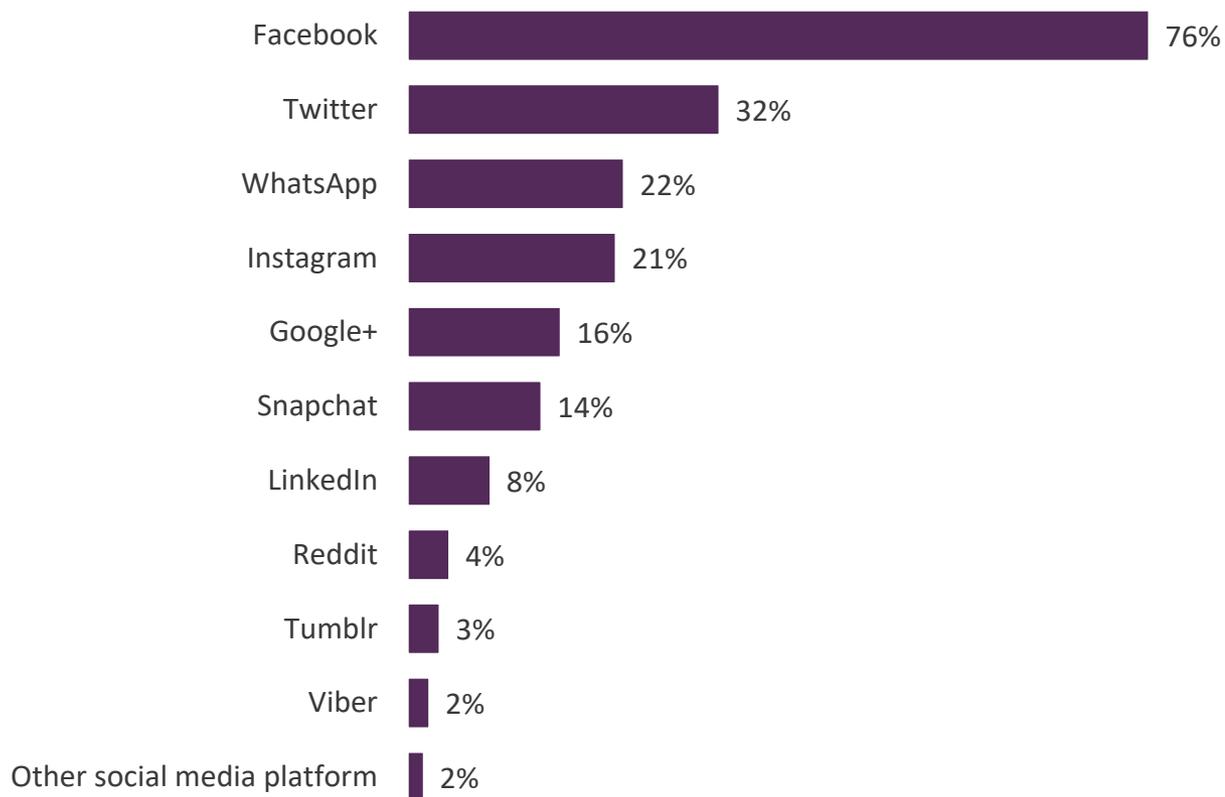
- More than two fifths (44%) of adults claim to consume news via social media.
- Of these, three quarters (76%) claim to use Facebook for news nowadays, followed by Twitter (32%), then WhatsApp (22%) and Instagram (21%).
  - 16-24s are more likely than those aged 65+ to use most social media channels for news.
- 16-24s are also more likely to claim to mostly get their news from ‘social media posts’ rather than ‘directly from news organisations’.
- Across the social media sites, news is most likely to be accessed via ‘stories that are trending’, followed by ‘seeing comments from friends/people I follow’ and ‘links to stories’.
- BBC is the most commonly followed news organisation across all the social media platforms (32-37%).
- The majority of social media news users say they know the source of their news stories ‘some’ or ‘most’ of the time.

More than two fifths of adults claim to consume news via social media. Of these, three quarters claim to use Facebook for news nowadays.

**Figure 7.1**

Social media used for news nowadays - 2018

*All using social media for news*



Source: Ofcom News Consumption Survey 2018

Question: D7a. Thinking specifically about social media (on any device), which of the following do you use for news nowadays?

Base: All using social media for news – 2018=2058

16-24s (and EMGs to a lesser extent) are more likely to use most of the social media sites for news nowadays.

## Figure 7.2

Social media used for news nowadays 2018 - by demographic group

*All using social media for news*

	Total	Male	Female	16-24	65+	ABC1	C2DE	EMG	Non-EMG
Facebook	76%	73%	78%	75%	63%	73%	79%	66%	78%
Twitter	32%	37%	27%	43%	9%	34%	29%	38%	30%
WhatsApp	22%	23%	21%	23%	9%	24%	20%	43%	17%
Instagram	21%	20%	22%	37%	3%	21%	21%	38%	17%
Google+ *	16%	17%	15%	9%	17%	14%	18%	17%	15%
Snapchat	14%	11%	16%	32%	0%	14%	13%	25%	11%
LinkedIn	8%	11%	6%	6%	2%	11%	5%	15%	7%
Reddit	4%	6%	3%	9%	0%	5%	3%	5%	4%
Tumblr	3%	4%	2%	8%	0%	3%	4%	4%	3%
Viber	2%	3%	2%	2%	1%	3%	2%	6%	1%
Other social media platform	2%	2%	2%	1%	3%	2%	1%	2%	2%

Source: Ofcom News Consumption Survey 2018

Question: D7a. Thinking specifically about social media (on any device), which of the following do you use for news nowadays?

Base: All using social media for news – Total=2058, Male=884, Female=1171, 16-24=447, 65+=165, ABC1=1181, C2DE=871, EMG=435, Non-EMG=1616

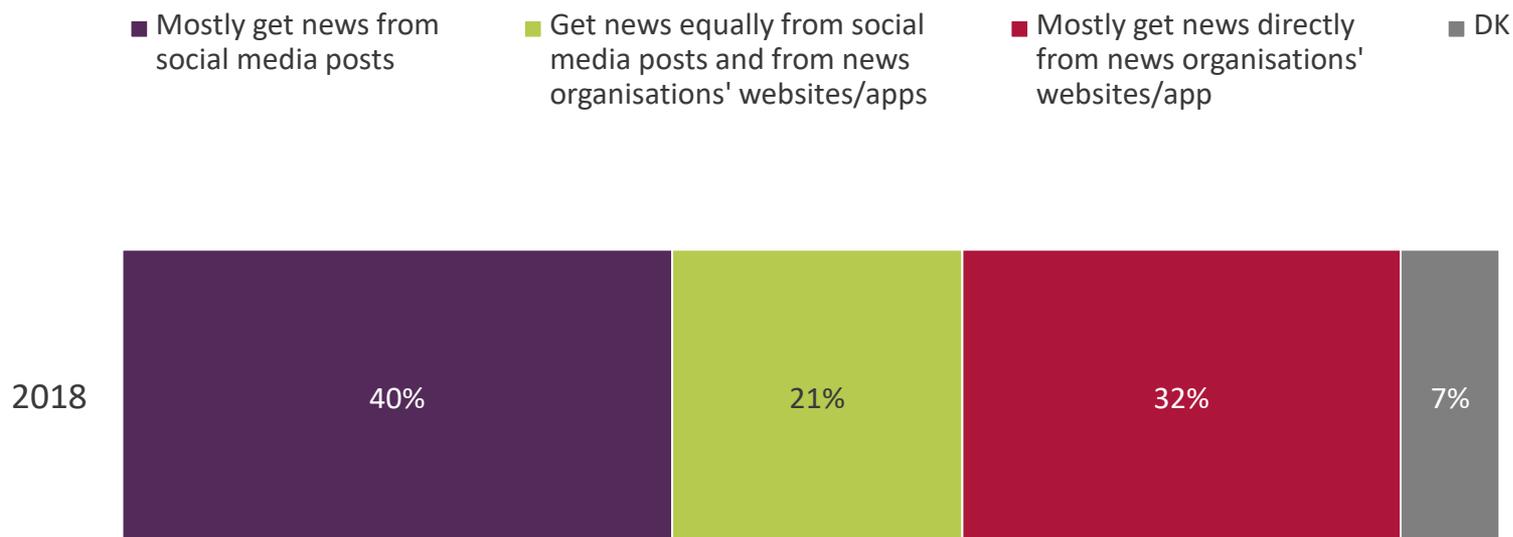
Green shading indicates significant differences between groups. \*NB: WE THINK SOME OF THE 65+ RESPONDENTS WILL HAVE MISINTERPRETED WHAT GOOGLE+ IS

Those consuming news via social media claim to be slightly more likely to get their news from ‘posts’ rather than ‘directly from news organisations’ websites or apps’.

### Figure 7.3

#### Use of social media versus news organisations’ websites/apps - 2018

*All using social media for news*



Source: Ofcom News Consumption Survey 2018

Question: D15. And if you had to choose, which one of the following would you say is closest to the way you find out about news when you're online?

Base: All using social media for news - 2018=2058

16-24s, females, C2DEs and EMGs are more likely to get their news from social media posts, whereas those aged 65+, males and ABC1 are more likely to get news directly from news organisations websites/apps.

## Figure 7.4

### Use of social media versus news organisations' websites/apps 2018 - by demographic group

*All using social media for news*

	Total	Male	Female	16-24	65+	ABC1	C2DE	EMG	Non-EMG
Mostly get news from social media posts	40%	36%	44%	51%	23%	36%	45%	45%	39%
Get news equally from social media posts and from news organisations' websites/apps	21%	20%	22%	16%	20%	23%	19%	15%	22%
Mostly get news directly from news organisations' websites/app	32%	37%	28%	24%	42%	36%	27%	34%	31%
Don't know	7%	8%	7%	9%	15%	6%	9%	6%	8%

Source: Ofcom News Consumption Survey 2018

Question: D15. And if you had to choose, which ONE of the following would you say is closest to the way you find out about news when you're online?

Base: All using social media for news – Total=2058, Male=884, Female=1171, 16-24=447, 65+=165, ABC1=1181, C2DE=871, EMG=435, Non-EMG=1616

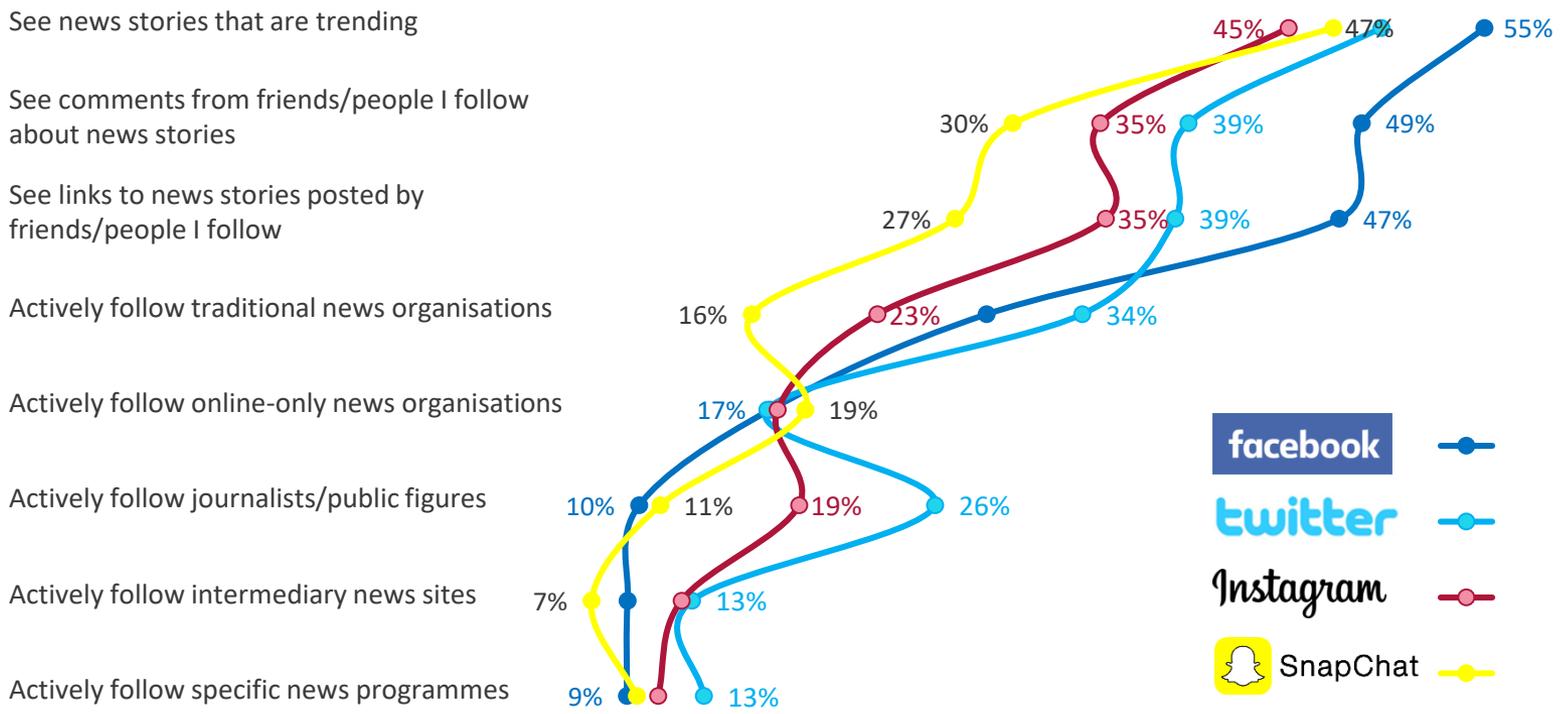
Green shading indicates significant differences between groups

Across social media sites, news is most likely to be accessed via ‘stories that are trending’, or by ‘seeing comments’ and ‘links to stories’.

**Figure 7.5**

How news is accessed via social media - 2018

All using each type of social media for news



Source: Ofcom News Consumption Survey 2018

Question: D9. Earlier you mentioned that you get news from xxxx. Which of the following do you do nowadays?

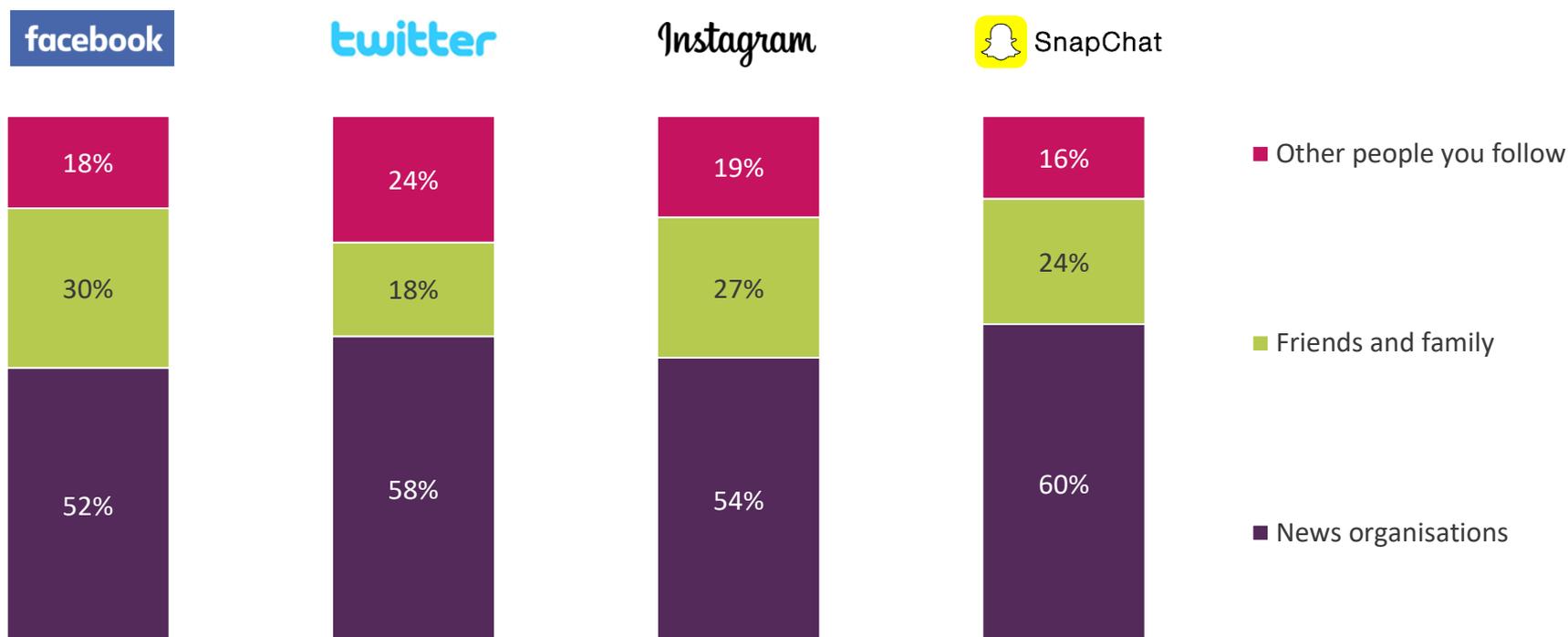
Base: All using each site for news 2018 – Facebook=1609, Twitter=689, Instagram=444, Snapchat=298

Across all social media sites, users are more likely to say they source news stories from news organisations than from friends and family or other people they follow.

**Figure 7.6**

Proportion of news on social media accessed from each type of source - 2018

*All using each type of social media for news*



Source: Ofcom News Consumption Survey 2018

Question: D10. Approximately what proportion of the news you get from xxxx nowadays is from news organisations, friends and other people you follow?

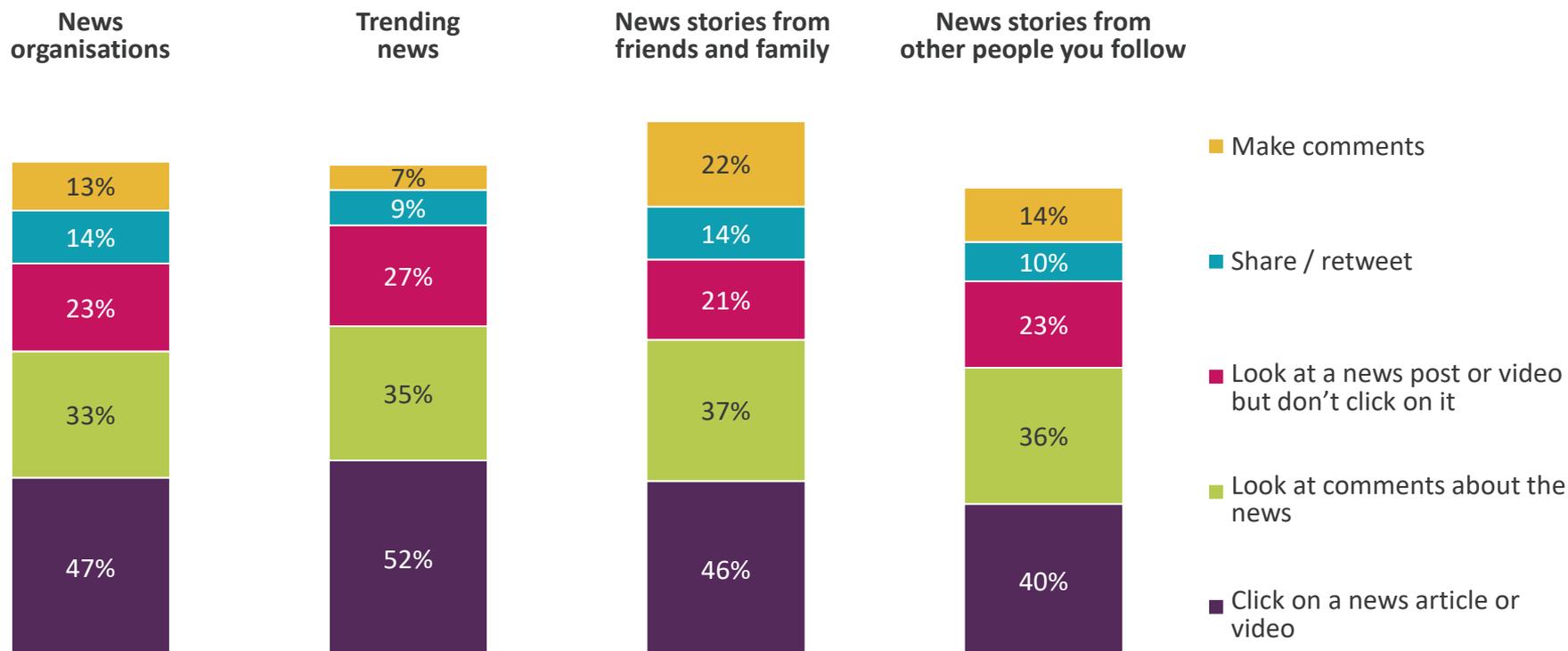
Base: All using each site for news 2018 – Facebook=1609, Twitter=689, Instagram=444, Snapchat=298

Facebook users are more likely to ‘click on a news article/video’ or ‘look at comments about the news’ across each type of news post asked about.

**Figure 7.7**

Actions normally taken when accessing news on **facebook** - 2018

*All accessing news from each source on Facebook*



Source: Ofcom News Consumption Survey 2018

Question: D11. Which, if any, of the following do you tend to do when you see posts from the following on Facebook?

Base: All accessing news from each source via Facebook – News organisations=782, Trending news=889, News stories from friends/family=1108, News stories from other people you follow=1162

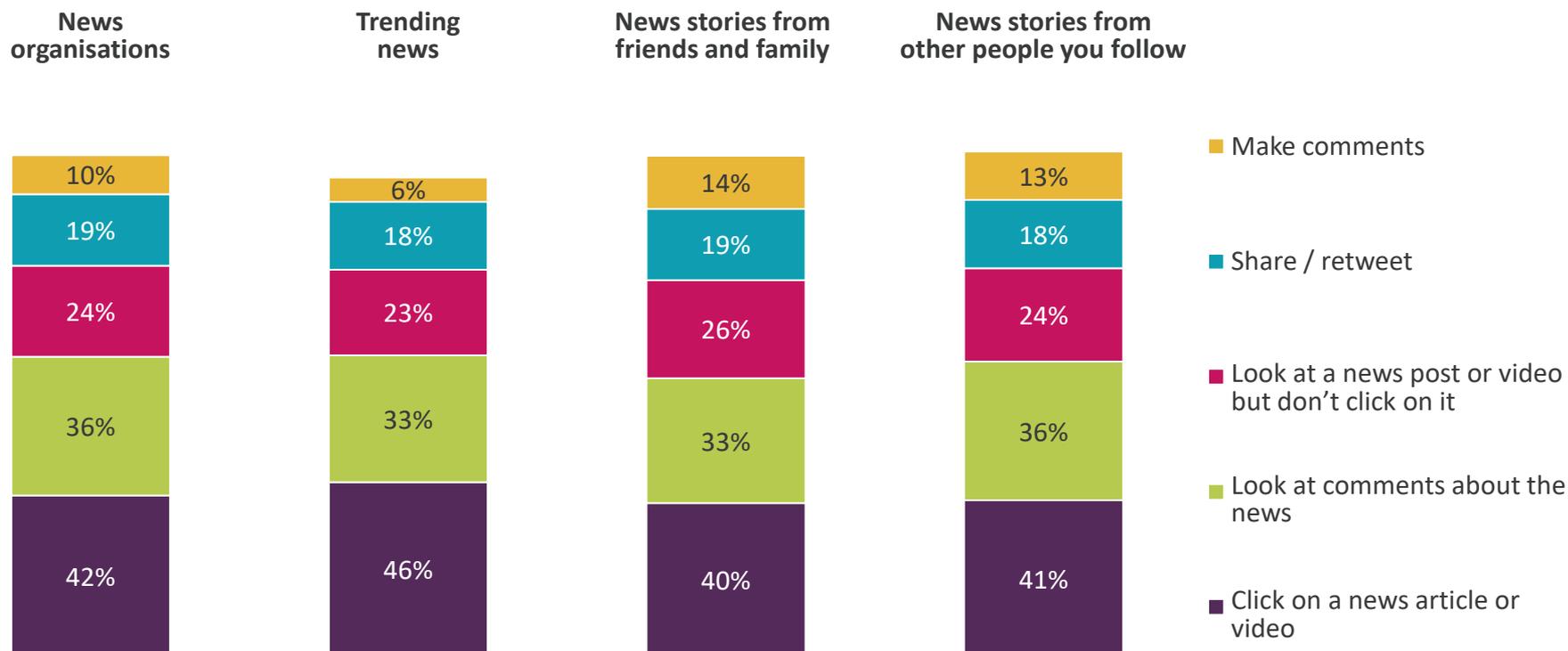
Note: Columns do not sum to 100% (this was a multi-code question)

Similar behaviours are observed among Twitter users, however this group are slightly more likely to share/re-tweet news stories.

## Figure 7.8

Actions normally taken when accessing news on **twitter** - 2018

*All accessing news from each source on Twitter*



Source: Ofcom News Consumption Survey 2018

Question: D11. Which, if any, of the following do you tend to do when you see posts from the following on Twitter?

Base: All accessing news from each source via Twitter – News organisations=401, Trending news=346, News stories from friends/family=397, News stories from other people you follow=468

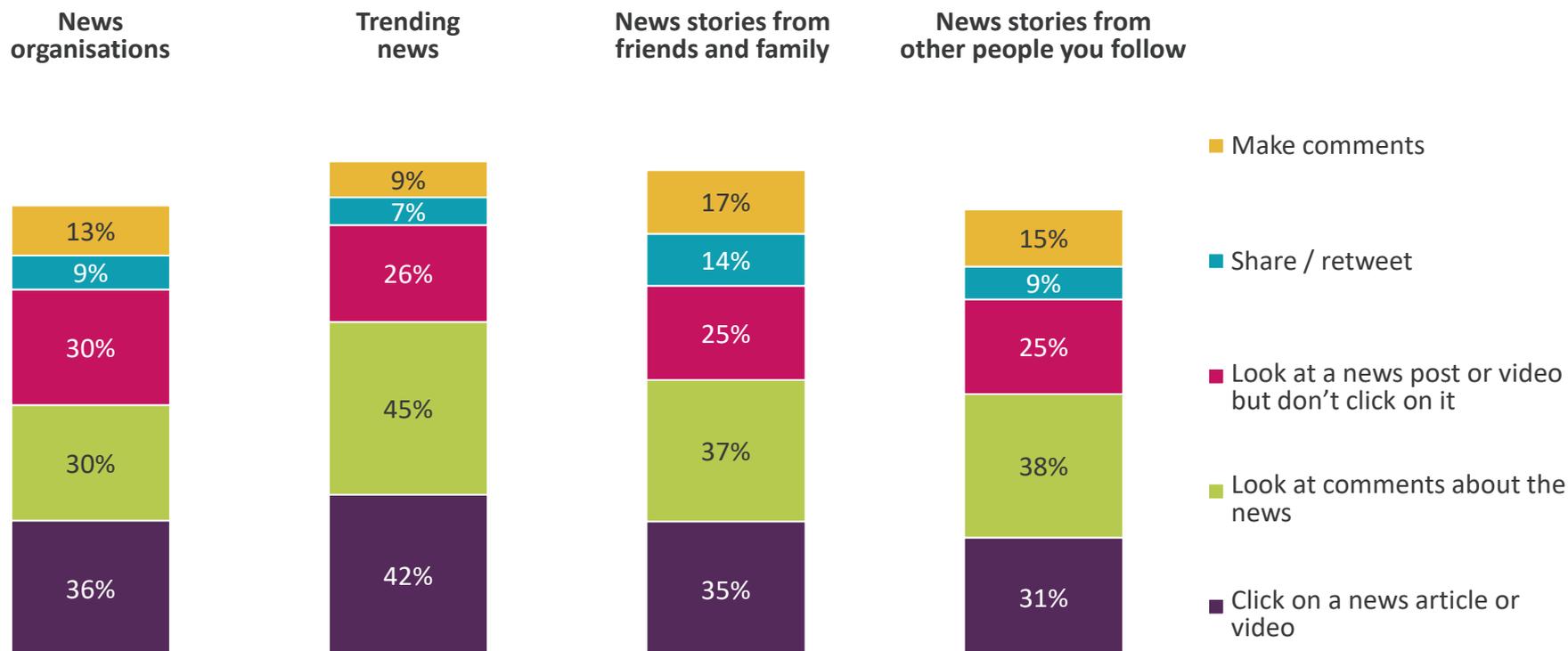
Note: Columns do not sum to 100% (this was a multi-code question)

Compared to other platforms, Instagram users are slightly more likely to ‘look at comments about the news’ – especially on trending news.

**Figure 7.9**

Actions normally taken when accessing news on *Instagram* - 2018

*All accessing news from each source on Instagram*



Source: Ofcom News Consumption Survey 2018

Question: D11. Which, if any, of the following do you tend to do when you see posts from the following on Instagram?

Base: All accessing news from each source via Instagram – News organisations=231, Trending news=201, News stories from friends/family=250, News stories from other people you follow=288

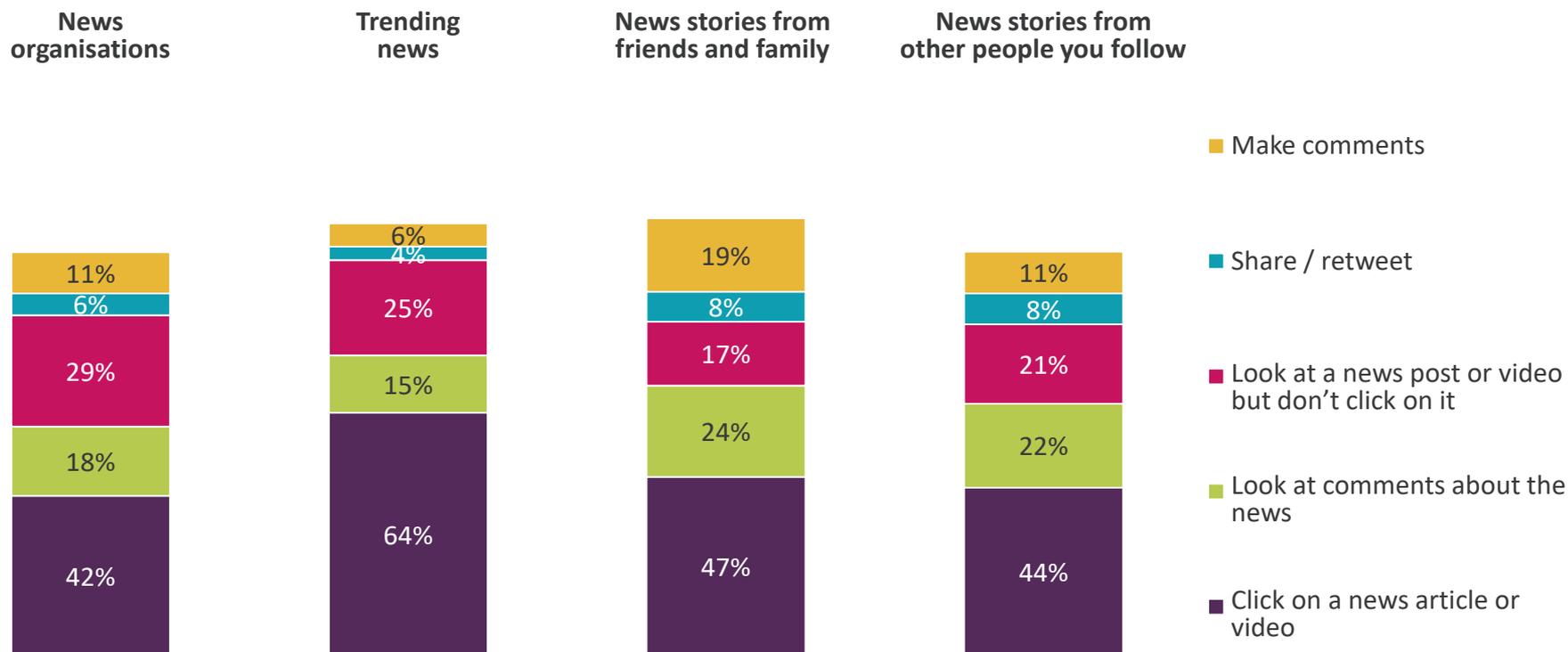
Note: Columns do not sum to 100% (this was a multi-code question)

Snapchat users are more likely to ‘click on a news article/video’ than all other types of actions - especially on trending news.

**Figure 7.10**

Actions normally taken when accessing news on  SnapChat – 2018

*All accessing news from each source on Snapchat*



Source: Ofcom News Consumption Survey 2018

Question: D11. Which, if any, of the following do you tend to do when you see posts from the following on Snapchat?

Base: All accessing news from each source via Snapchat – News organisations=140, Trending news=141, News stories from friends/family=136, News stories from other people you follow=157

Note: Columns do not sum to 100% (this was a multi-code question)

BBC is the most commonly followed news organisation across all social media platforms asked about, followed by ITV and Sky News on Facebook, Twitter and Instagram; and BuzzFeed and the Daily Mail on SnapChat.

**Figure 7.11**

**News organisations followed on social media - 2018**

*All accessing news organisations via each type of social media*

**facebook**

BBC	37%
ITV/ITV Wales/STV/UTV	21%
Sky News	19%
LADbible	12%
YouTube	11%
BuzzFeed	11%
Channel 4	9%
Huffington Post	8%
The Daily Mail	7%
Local newspaper	7%
The Sun	7%
CNN	7%
The Guardian/Observer	7%

**twitter**

BBC	36%
Sky News	19%
ITV/ITV Wales/STV/UTV	14%
The Guardian/Observer	9%
Channel 4	8%
CNN	8%
YouTube	7%
LADbible	6%
Huffington Post	6%
BuzzFeed	6%
The Daily Mail	6%

**Instagram**

BBC	32%
Sky News	17%
ITV/ITV Wales/STV/UTV	13%
BuzzFeed	11%
Channel 4	10%
LADbible	9%
CNN	7%
YouTube	7%

**SnapChat**

BBC	33%
BuzzFeed	25%
The Daily Mail	17%
ITV/ITV Wales/STV/UTV	16%
Sky News	15%
Channel 4	12%
The Sun	10%
CNN	10%
The Telegraph	9%
LADbible	9%
YouTube	7%
NBC News	7%
The Financial Times	6%
The Evening Standard	6%

Source: Ofcom News Consumption Survey 2018

Question: D12a. Which, if any, of the following news sources do you follow on xxxx?

Base: All accessing news organisations via each type of social media - Facebook=782, Twitter=401, Instagram=231, Snapchat=140

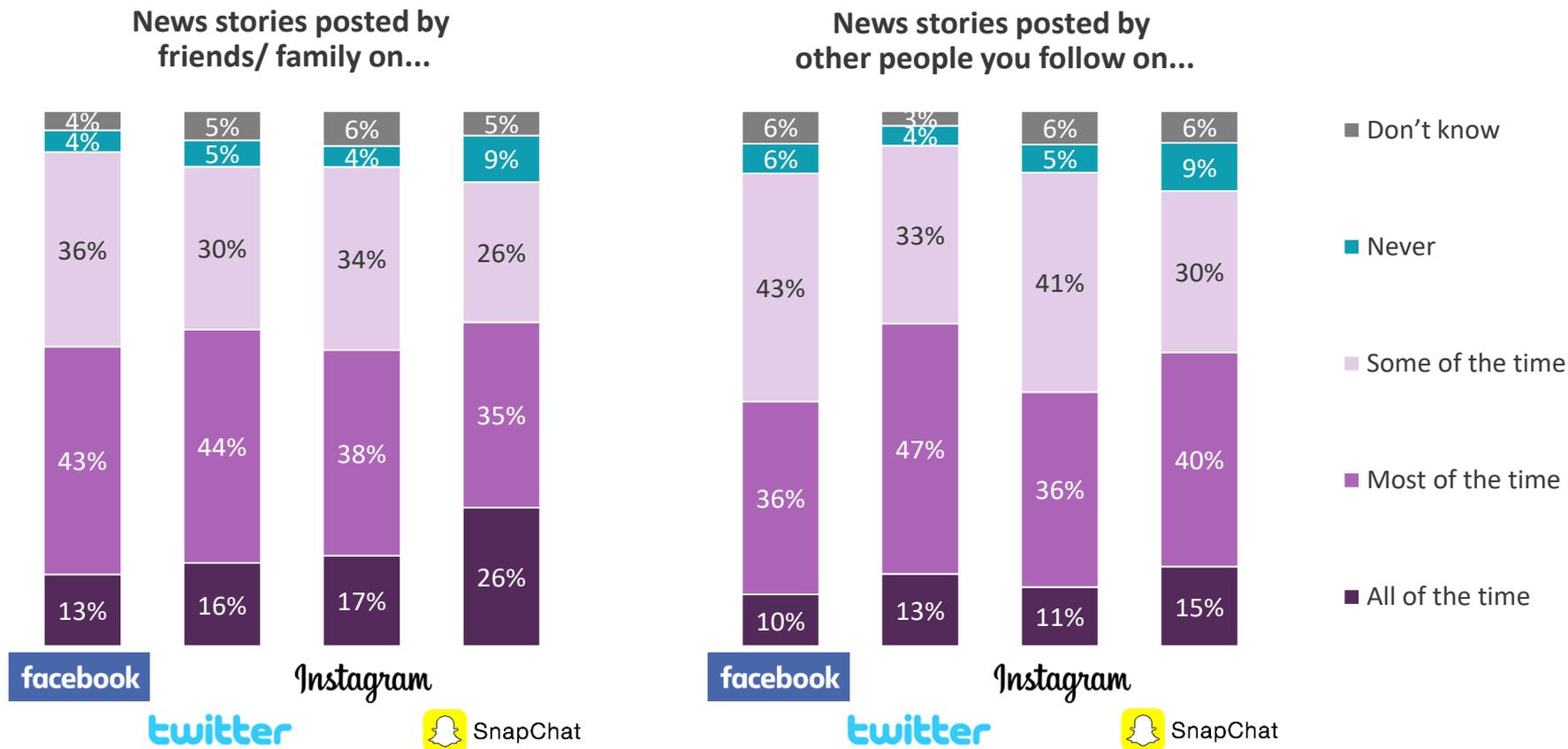
Only sources with an incidence of 6%+ on each type of social media are shown

The majority of social media news users say they know the source of their news stories 'most' or 'some' of the time.

**Figure 7.12**

Awareness of the source of news stories posted on social media - 2018

All accessing news stories posted by friends/family or by other people via each type of social media



Source: Ofcom News Consumption Survey 2018

Question: D12b. Do you typically know the source of the news stories posted by your friends & family/by other people you follow?

Base: All accessing news stories posted by - Family/friends on Facebook=1108, Twitter=397, Instagram=250, Snapchat=136 ; Other people on Facebook=1162, Twitter=468, Instagram=288, Snapchat=157

## Section 8

# News consumption via other internet sources

## Summary – news consumption via internet

- Around four in ten (37%) of UK adults said they consume news via other internet sources (i.e. not including social media).
- Broadcaster websites/apps are used by a quarter (23%) of all adults for news, followed by newspaper sites/apps and search engines (both 18%).
  - Males, 16-24s, ABC1s and EMG groups tend to use a wider variety of online news sources.
- When asked about specific news sources, almost two thirds of other internet news users claim to use the BBC website/app (63%), with half using Google search (46%). One in seven (17%) use The Guardian, Sky and Daily Mail websites/apps.
  - The BBC website/app is more likely to be used by Males, 65+, ABC1 and Non-EMGs.

When looking at online news other than social media, reading news stories online is the most popular way to access news, followed by using a search engine and watching clips or TV news.

**Figure 8.1**

**Ways to access news through the internet – 2018\***

*All using other internet for news*



Source: Ofcom News Consumption Survey 2018

Question: D13. In which types of ways do you access and use news through internet sources nowadays?

Base: All using other internet for news - 2018=1661

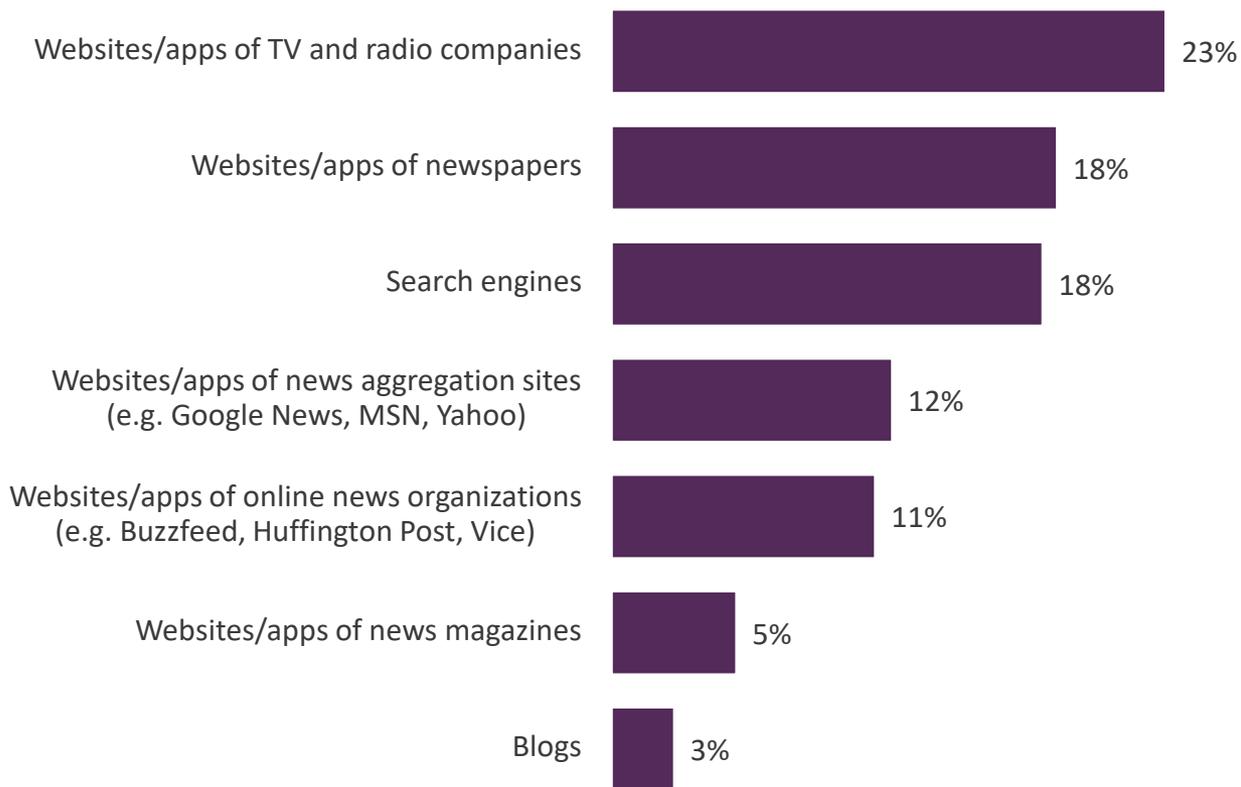
\*This question was not asked to those that said they used social media for news but not any other type of internet

Broadcaster websites/apps are used by a quarter of all adults for news, followed by newspaper sites/apps and search engines.

**Figure 8.2**

Types of websites/apps used for news nowadays - 2018

All adults 16+



Source: Ofcom News Consumption Survey 2018

Question: C2. Which of the following do you use to get news?

Base: All adults 16+ -2018=4618

In particular, males, 16-24, ABC1 and EMG groups tend to use a wider variety of online news sources nowadays.

**Figure 8.3**

Types of websites/apps used for news nowadays 2018 - by demographic group

All adults 16+

	Total	Male	Female	16-24	65+	ABC1	C2DE	EMG	Non-EMG
Websites/apps of TV and radio companies	23%	26%	20%	20%	17%	28%	17%	24%	23%
Websites/apps of newspapers	18%	20%	17%	16%	13%	22%	14%	22%	18%
Search engines	18%	20%	16%	17%	12%	21%	14%	23%	17%
Websites/apps of news aggregation sites	12%	13%	10%	11%	7%	14%	9%	19%	10%
Websites/apps of online news organizations	11%	12%	10%	13%	4%	14%	8%	15%	10%
Websites/apps of news magazines	5%	6%	4%	7%	2%	6%	4%	9%	4%
Blogs	3%	3%	2%	4%	1%	3%	3%	4%	2%

Source: Ofcom News Consumption Survey 2018

Question: C2. Which of the following do you use to get news?

Base: All adults 16+ 2018 - Total=4618, Male=2194, Female=2417, 16-24=631, 65+=990, ABC1=2502, C2DE=2110, EMG=722, Non-EMG=3880

Green shading indicates significant differences between groups

Almost two-thirds of online news users claim to use the BBC website/app and half use Google search.

## Figure 8.4

### Websites/apps used for news nowadays - 2018

All using other internet for news

	2018*
BBC website/app	63%
Google (search engine)	46%
Guardian/Observer website/app	17%
Sky News website/app	17%
The Daily Mail website/app	17%
YouTube website/app	13%
Huffington Post website/app	12%
Google News	11%
MSN News website/app	11%
Yahoo News website/app	11%
Any local newspaper website/app	11%
ITV/ITN** website/app	10%
The Telegraph website/app	9%
The Independent website/app	8%
BuzzFeed website/app	8%
CNN website/app	7%
The Sun website/app	6%
Pre-loaded Apple news app	6%
Times/Sunday Times website/app	5%
The Daily Mirror website/app	5%
The Metro website/app	5%
LADBible website/app	5%
Channel 4 website/app	5%

	2018*
Broadcaster websites/apps	74%
Newspaper websites/apps	53%
Intermediaries	42%

Source: Ofcom News Consumption Survey 2018

Question: D8a. Thinking specifically about the internet, which of the following do you use for news nowadays?

Base: All using other internet for news\* - 2018=1661

\*NOTE: Base definition changed in 2018 (this data will exclude respondents who only use social media for news)

Only sources with an incidence of 5%+ in 2018 are shown. \*\*ITV/ITN – only includes mentions of ITV/ITN specifically, does not include mentions of STV or UTV.

# BBC website/app is most commonly used by Males, 65+, ABC1 and non-EMG groups.

**Figure 8.5**

Websites/apps used for news nowadays 2018 - by demographic group

*All using other internet for news*

	Total	Male	Female	16-24	65+	ABC1	C2DE	EMG	Non-EMG
BBC website/app	63%	68%	57%	55%	66%	66%	57%	54%	65%
Google (search engine)	46%	45%	47%	44%	39%	46%	46%	46%	46%
Guardian/Observer website/app	17%	17%	17%	20%	13%	19%	13%	21%	16%
Sky News website/app	17%	18%	16%	13%	10%	17%	17%	20%	16%
The Daily Mail website/app	17%	14%	20%	13%	18%	16%	19%	18%	16%
YouTube website/app	13%	15%	12%	28%	5%	12%	16%	22%	11%
Huffington Post website/app	12%	11%	13%	8%	10%	12%	10%	13%	11%
Google News	11%	12%	11%	14%	9%	12%	11%	16%	10%
MSN News website/app	11%	12%	9%	9%	12%	9%	14%	14%	10%
Yahoo News website/app	11%	12%	10%	10%	9%	10%	12%	19%	9%
Any local newspaper website/app	11%	10%	11%	5%	11%	9%	13%	4%	12%
ITV/ITN** website/app	10%	9%	11%	10%	7%	9%	11%	11%	9%
The Telegraph website/app	9%	10%	8%	8%	9%	10%	8%	11%	8%
The Independent website/app	8%	9%	7%	10%	4%	9%	5%	12%	7%
BuzzFeed website/app	8%	5%	11%	19%	2%	7%	8%	14%	6%
CNN website/app	7%	8%	5%	8%	3%	7%	6%	16%	5%
The Sun website/app	6%	6%	6%	6%	1%	5%	6%	10%	5%
Pre-loaded Apple news app	6%	5%	6%	11%	1%	6%	4%	8%	5%
Times/Sunday Times website/app	5%	6%	5%	5%	4%	7%	3%	8%	5%
The Daily Mirror website/app	5%	5%	5%	4%	3%	5%	7%	8%	5%
The Metro website/app	5%	5%	5%	4%	3%	4%	6%	8%	4%
LADbible website/app	5%	6%	4%	13%	1%	5%	5%	6%	5%
Channel 4 website/app	5%	5%	4%	6%	5%	4%	6%	4%	5%

Source: Ofcom News Consumption Survey 2018

Question: D8a. Thinking specifically about the internet, which of the following do you use for news nowadays?

Base: All using other internet for news 2018 - Total=1661, Male=868, Female=789, 16-24=234, 65+=242, ABC1=1082, C2DE=577, EMG=322, Non-EMG=1334

Green shading indicates significant differences between groups. Only sources with an incidence of 5%+ in 2018 are shown.

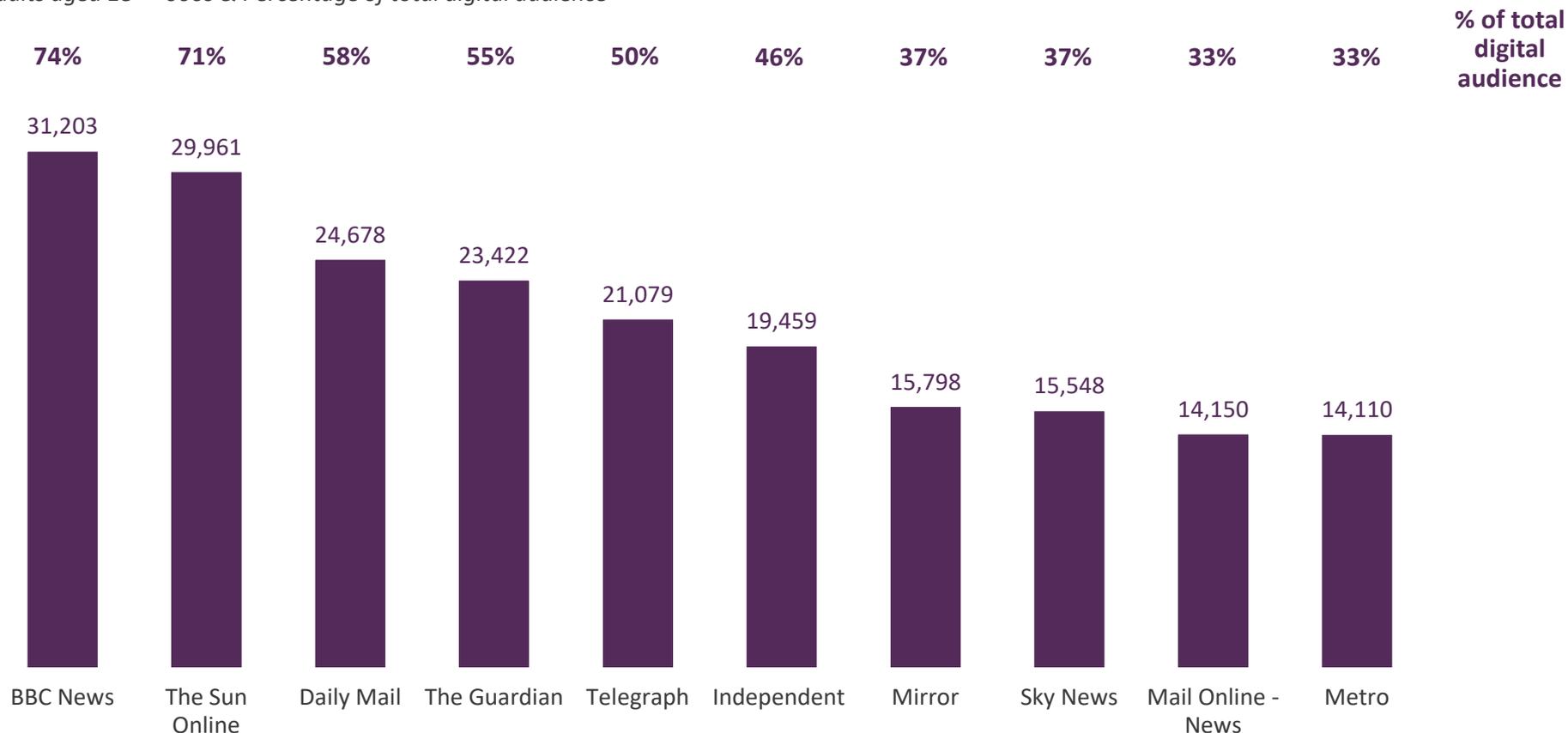
\*\*ITV/ITN – only includes mentions of ITV/ITN specifically, does not include mentions of STV or UTV

# News content on BBC websites has the highest unique audience of news websites in the UK.

**Figure 8.6**

Reach of Top 10 news websites – April 2018

Adults aged 18+ - 000s & Percentage of total digital audience



Source: comScore MMX Multi-Platform. April 2018

Base: Adults 18+

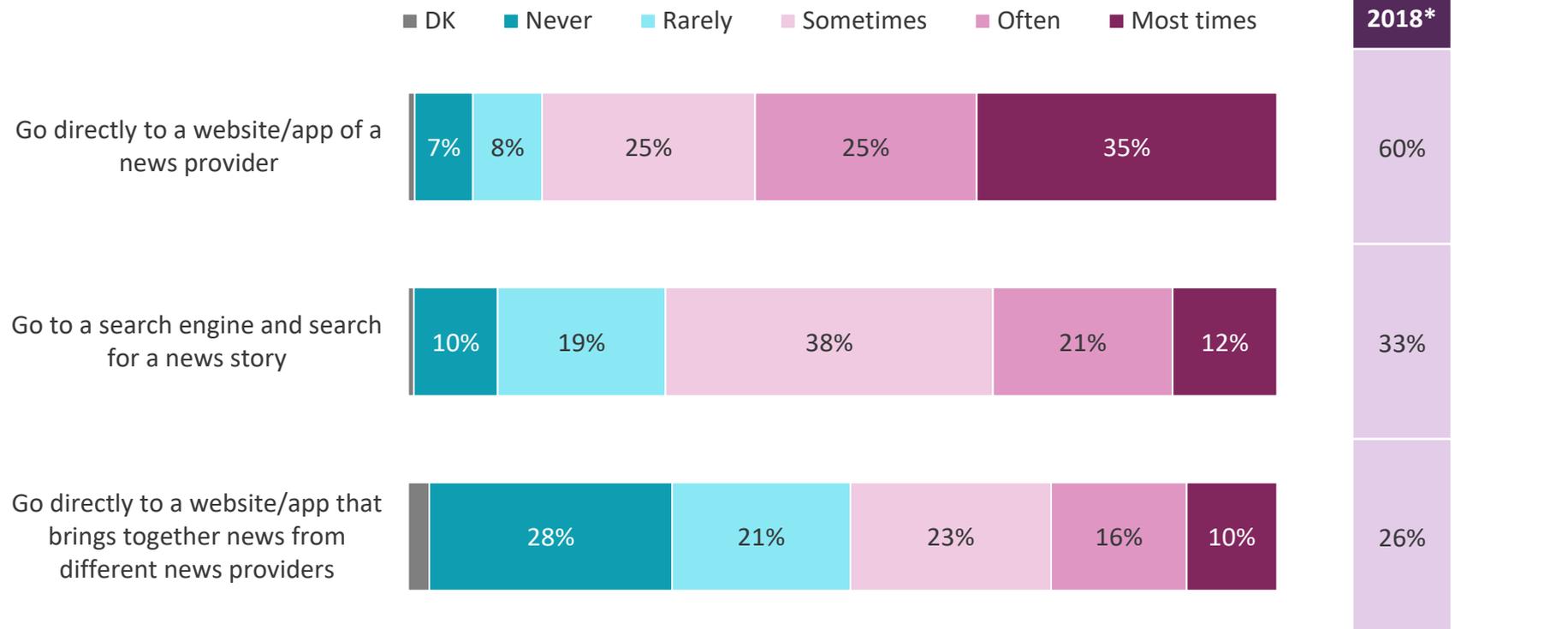
Includes desktop and mobile use of comScore "News/Information" category. Note: Telegraph Media Group smartphone and tablet data is the only entity charted which is supported by panel only data and not through a unification of panel and census like other entities.

# Online news users are most likely to go directly to the websites/apps of a news provider.

**Figure 8.7**

## Gateways to online news, and frequency of use - 2018

*All using other internet for news*



Source: Ofcom News Consumption Survey 2018

Question: D14. How often, if at all, you do each of the following when you want to get news?

Base: All using other internet for news\* - 2018=1661

\*NOTE: Base definition changed in 2018 (this data will exclude respondents who only use social media for news)

ABC1s are more likely to go directly to the website/app of a news provider compared to C2DEs. 16-24s and EMGs are more likely to a search engine or a news aggregator compared to 65+ and non-EMGs.

## Figure 8.8

### Gateways to online news, and frequency of use 2018 - by demographic group

*All using other internet for news*

% Using often/most times	Total	Male	Female	16-24	65+	ABC1	C2DE	EMG	Non-EMG
Go directly to a website/app of a news provider	60%	61%	59%	50%	58%	62%	57%	59%	60%
Go to a search engine and search for a news story	33%	34%	31%	37%	26%	32%	34%	39%	31%
Go directly to a website/app that brings together news from different news providers	26%	28%	24%	33%	10%	25%	28%	36%	24%

Source: Ofcom News Consumption Survey 2018

Question: D14. How often, if at all, you do each of the following when you want to get news?

Base: All using other internet for news - Total=1661, Male=868, Female=789, 16-24=234, 65+=242, ABC1=1082, C2DE=577, EMG=322, Non-EMG=1334

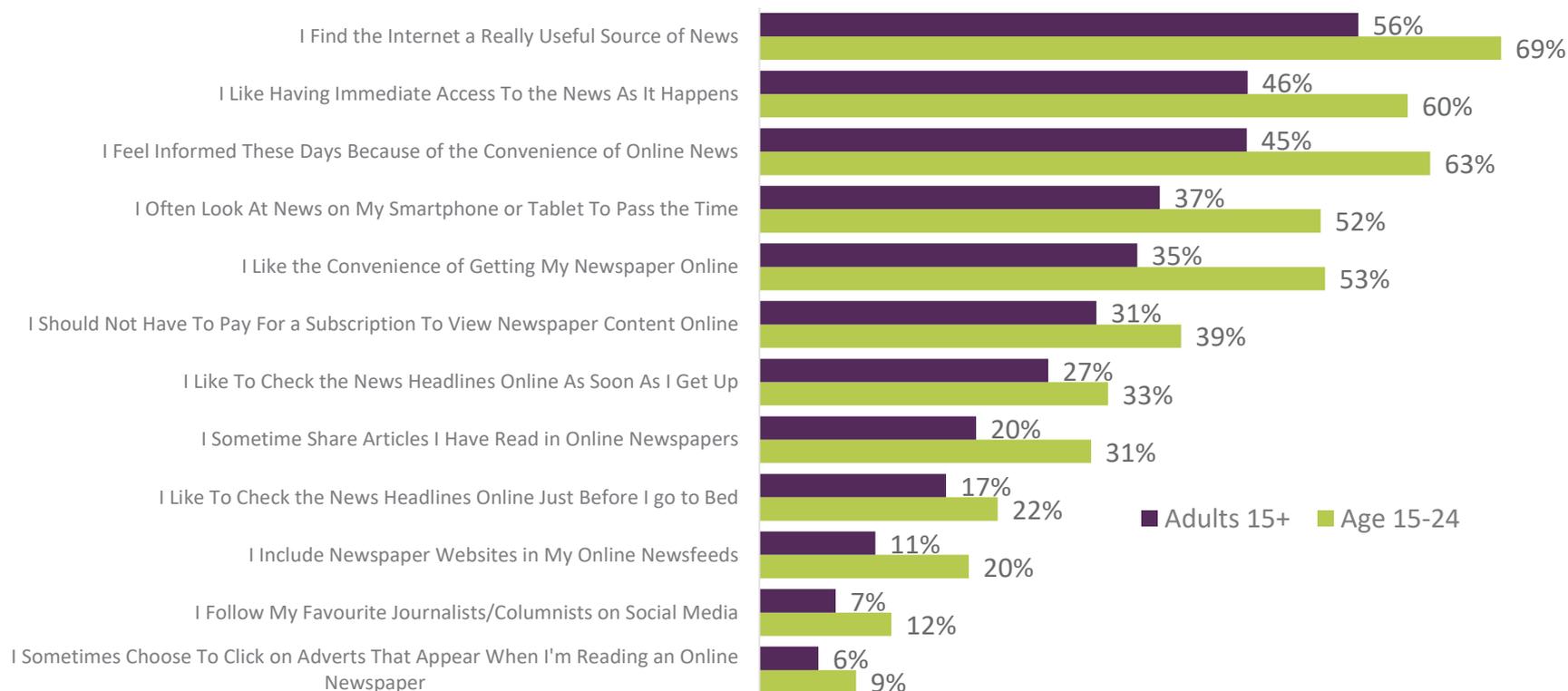
Green shading indicates significant differences between groups

TouchPoints data shows that those aged 15-24 are more likely to agree with all statements relating to online news than all adults 15+.

## Figure 8.9

### Statements made about online news – Adults 15+ vs. 15-24s

All GB adults 15+



# Section 9

## News consumption via magazines

## Summary – news consumption via magazines

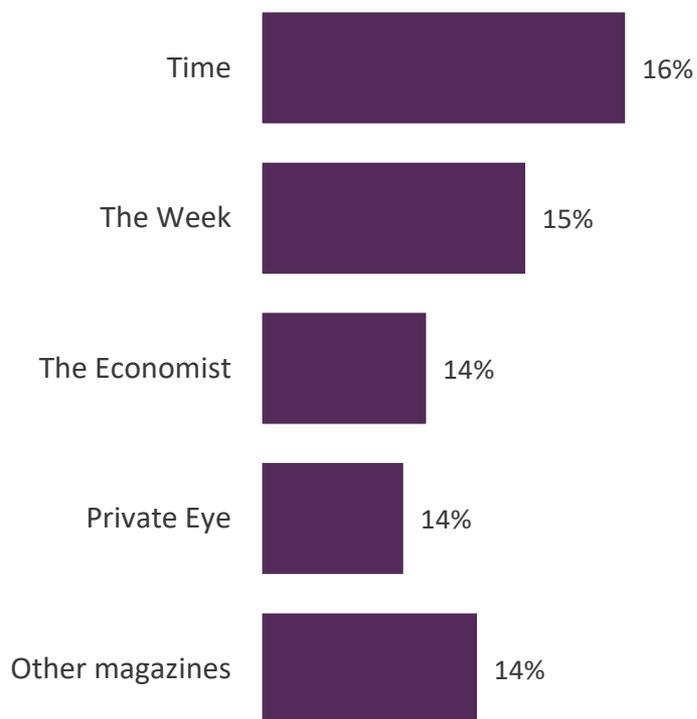
- One in ten (11%) adults claim to consume news via magazines.
- Of these around one in six claim to read Time, The Week, The Economist and Private Eye. These titles are more likely to be read by EMGs and younger age groups.

One in ten adults claim to consume news via magazines. Of these, around one in six claim to read Time, The Week, The Economist and Private Eye.

### Figure 9.1

#### Magazines used for news nowadays - 2018

*All using magazines for news*



Source: Ofcom News Consumption Survey 2018

Question: D5a. Thinking specifically about magazines, which of the following do you use for news nowadays?

Base: All using magazines for news –2018=533

Time, The Week and The Economist are more likely to be read by EMGs and younger age groups.

## Figure 9.2

Magazines used for news nowadays 2018 - by demographic group

*All using magazines for news*

	Total	Male	Female	16-24	65+	ABC1	C2DE	EMG	Non-EMG
Time	16%	16%	16%	28%	8%	19%	13%	31%	12%
The Week	15%	17%	14%	26%	12%	17%	12%	26%	12%
The Economist	14%	16%	12%	19%	3%	14%	14%	23%	11%
Private Eye	14%	19%	9%	15%	8%	14%	13%	16%	13%
Other magazines	14%	14%	14%	6%	25%	13%	16%	6%	16%

Source: Ofcom News Consumption Survey 2018

Question: D5a. Thinking specifically about magazines, which of the following do you use for news nowadays?

Base: All using magazines for news 2018 - Total=533, Male=221, Female=311, 16-24=61, 65+=103, ABC1=313, C2DE=217, EMG=132, Non-EMG=398

Green shading indicates significant differences between groups

# Section 10

## Multi-sourcing

## Summary – multi-sourcing

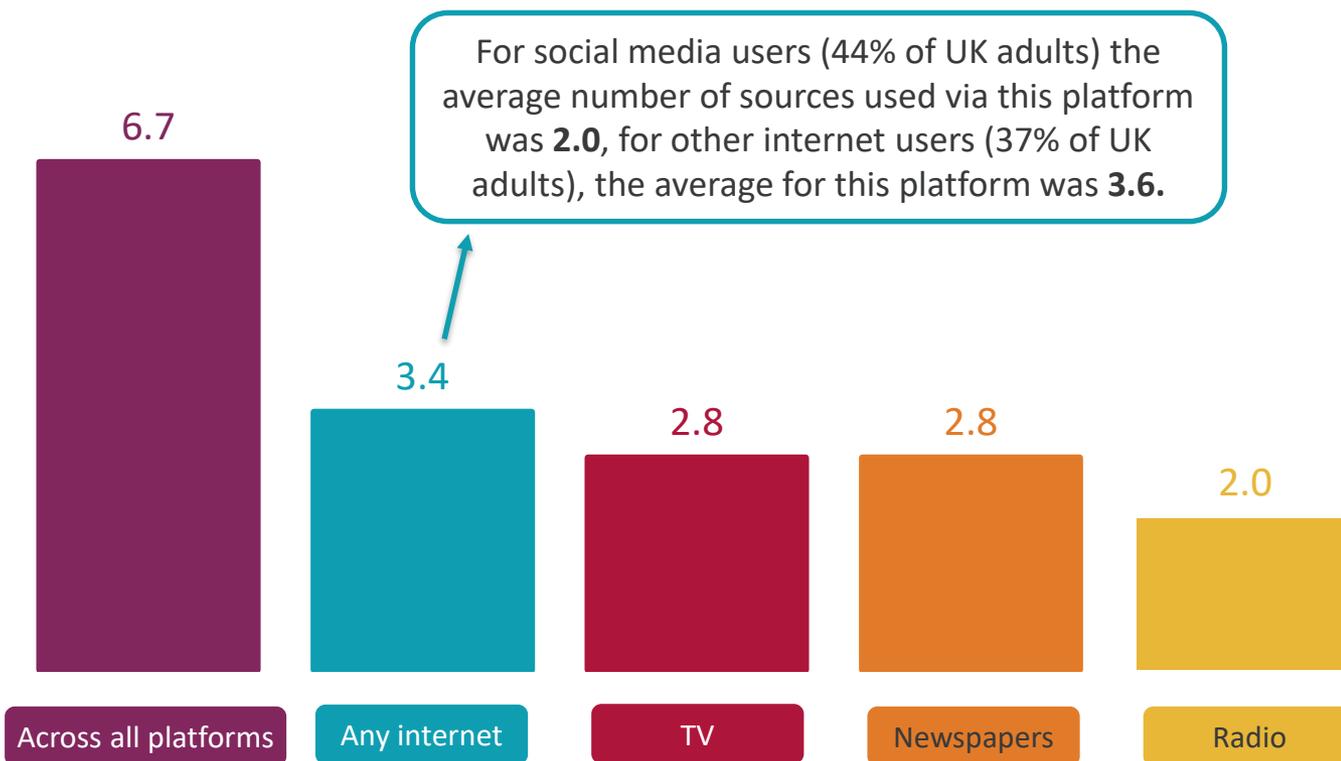
- Across all platforms, an average of 6.7 individual sources are used for news
  - On average, users of internet for news say they use the most individual news sources via this platform (3.4), followed by TV/newspapers (both 2.8) and Radio (2.0)
  - Among users of social media, the average number of sources used via this platform was 2.0, while for other internet users, the average was 3.6.
  - EMG, male, ABC1 and younger groups tend to have a greater number of individual news sources than non-EMG, female, 65+ and C2DE groups

Across all platforms, an average of 6.7 individual sources are used for news.

## Figure 10.1

Average number of individual news sources used nowadays by platform - 2014 to 2018

*All using each platform for news*



Source: Ofcom News Consumption Survey 2018

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All using each platform for news – 2018 (All=4479, TV=3731, Newspapers=1847, Radio=2096, Social media=2058, Other internet=1661)

EMG, Male, ABC1 and 16-54 age groups tend to have a greater number of individual news sources.

**Figure 10.2**

Average number of individual sources used across all platforms – 2018 by demographic group

*All adults 16+ using TV/Newspapers/Radio/Internet/Magazines for news*

	2018
Total	6.7
Male	7.2
Female	6.3
16-34	6.9
35-54	7.1
55+	6.2
ABC1	7.2
C2DE	6.2
EMG	8.6
Non-EMG	6.4
England	7.0
Scotland	5.3
Wales	5.7
Northern Ireland	5.2

Source: Ofcom News Consumption Survey 2018

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All adults 16+ using TV/Newspapers/Radio/Internet/Magazines for news – 2014=2580, 2015=2626, 2016=2659, 2018=4479

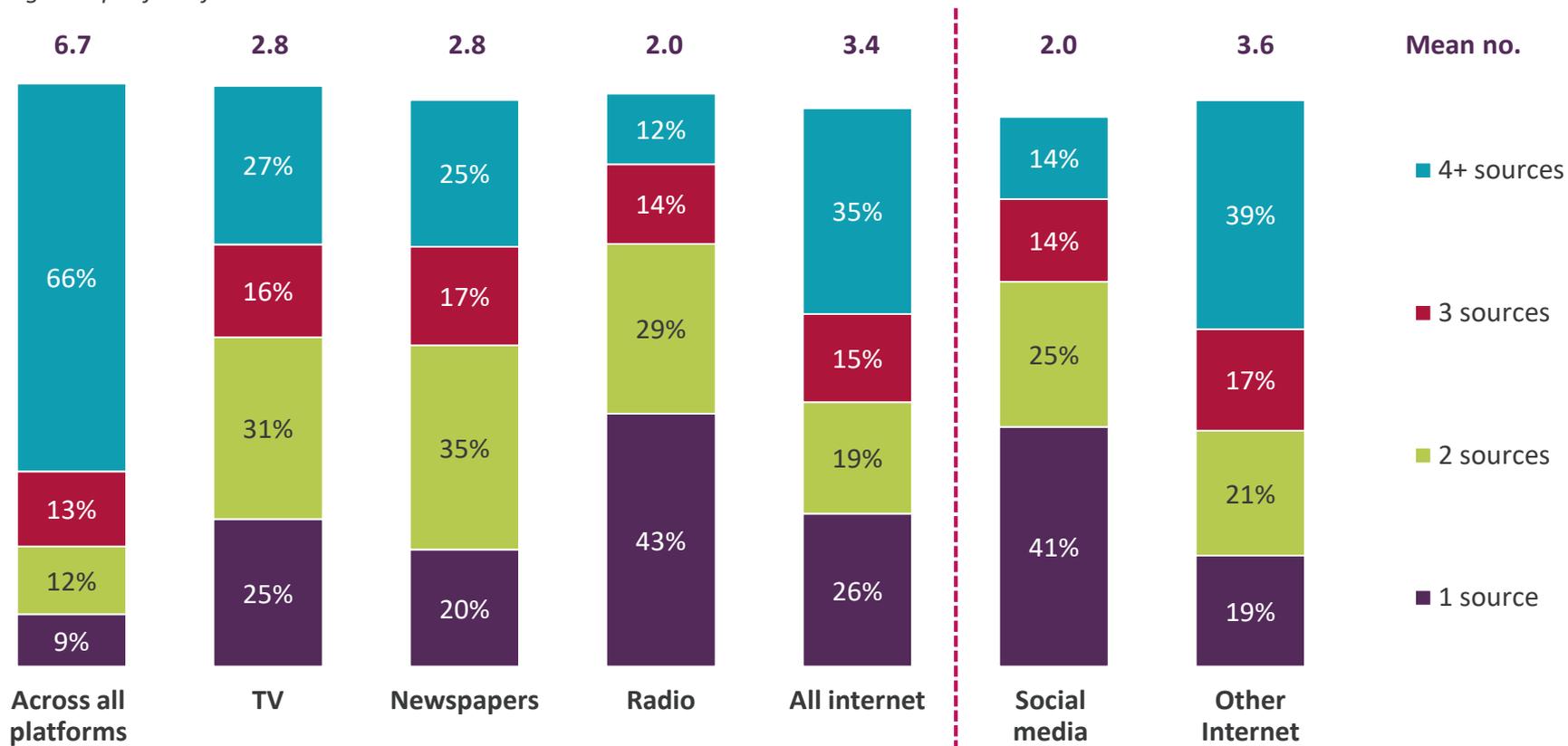
Green shading indicates significant differences between groups in the 2018 data

Internet news users have the most individual news sources, followed by TV/newspapers and then Radio/social media.

**Figure 10.3**

Number of individual sources used 2018 - by platform

All using each platform for news



Source: Ofcom News Consumption Survey 2018

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All using each platform for news 2018 – All platforms=4479, TV=3731, Newspapers=1847, Radio=2096, Social media=2058, Other internet=1661, All internet (Any users of Social media and/or Other Internet) = 2873

Note: Columns do not sum to 100% as some respondents did not name specific sources within a platform (zero sources)

# Section 11

## Share of reference

## Summary – share of reference

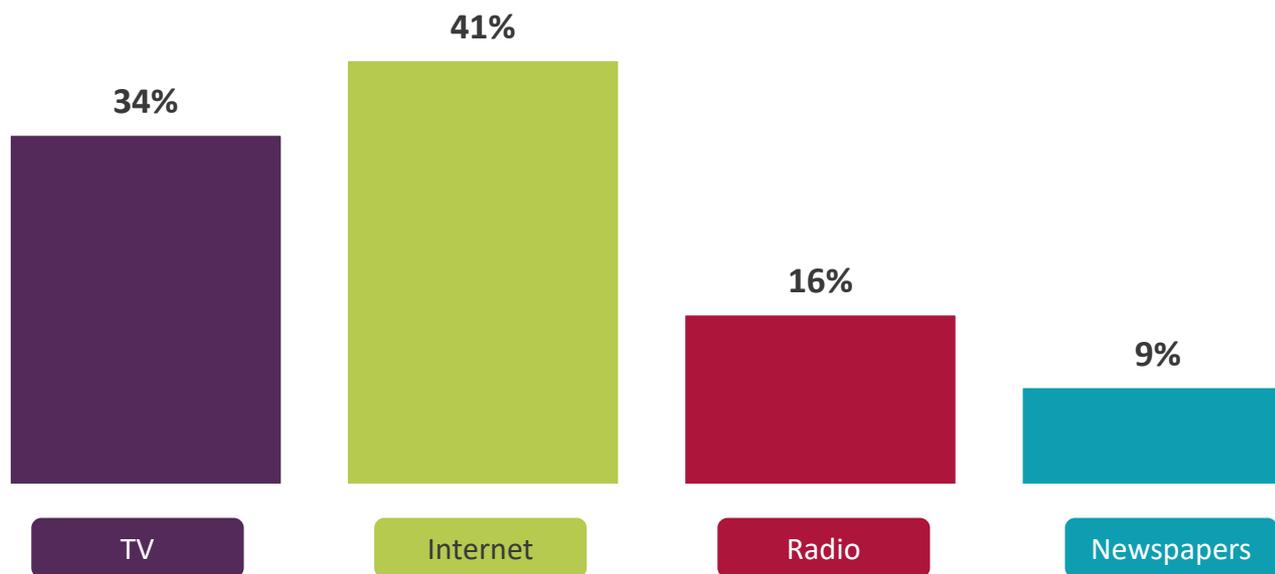
- Our share of reference metric is calculated by asking people which news sources they use nowadays and the frequency with which they use them. Each reference is then factored according to frequency of consumption, and summed to create a total number of news references. The share (%) of each source or provider can then be calculated based on this total number.
- At a platform level, internet has a 41% share of reference, followed by television (34%), radio (16%) and then newspapers (9%).
- The BBC has the largest share of reference across both wholesale and retail providers (32% for each category). For retail, this is followed by ITV (7%), Sky (5%), DMGT (4%), Global Radio (4%) and News Corp (3%).
- It is important to note that the share of references metric does not take into account the duration of news consumption (i.e. it would include news use ranging from a few seconds to a few hours).

At a platform level, internet has the largest share of reference, followed by TV.

## Figure 11.1

### Platform share of reference - 2018

*All adults 16+ using TV/Newspapers/Radio/Internet for news*



Source: Ofcom News Consumption Survey 2018

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

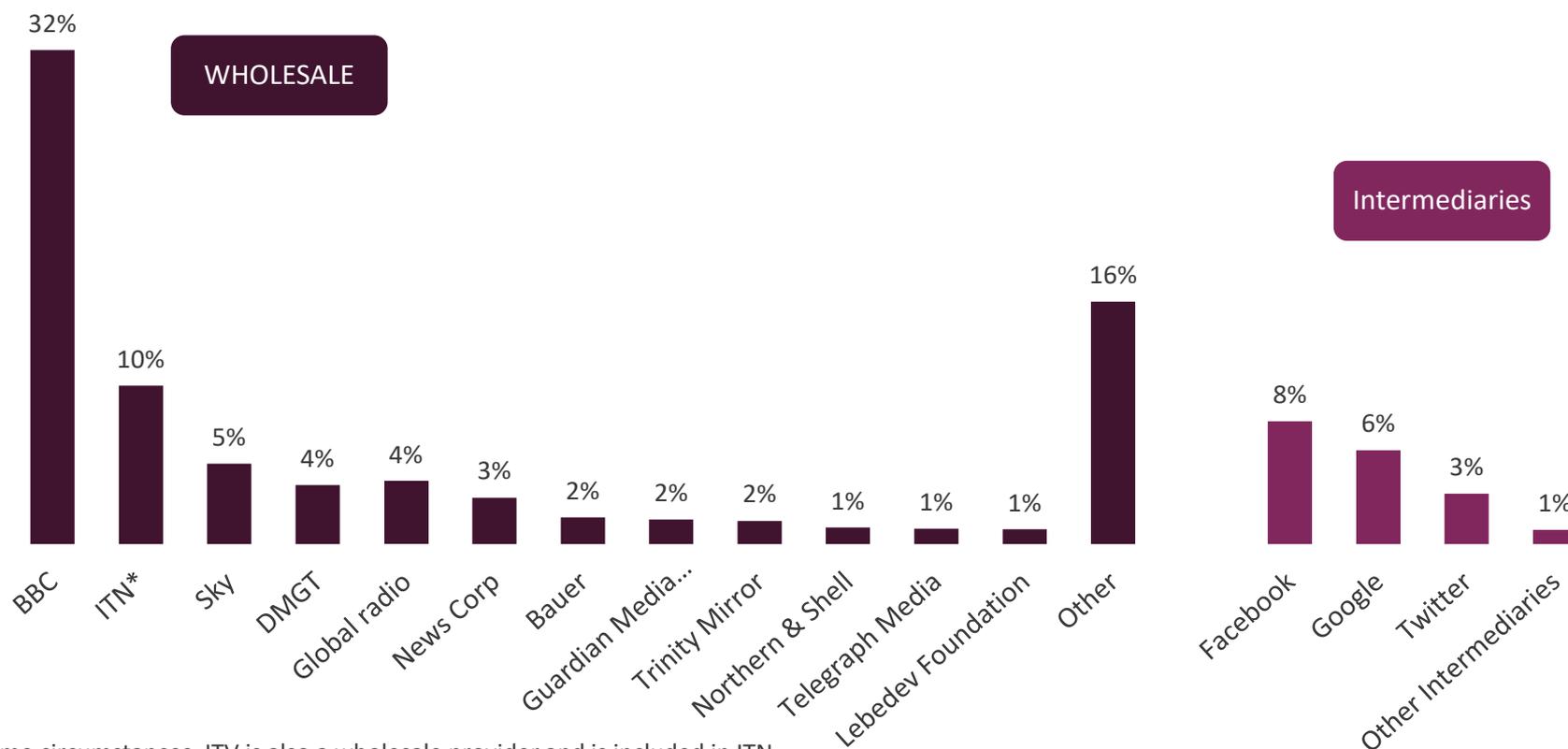
Base: All adults 16+ using TV/Newspapers/Radio/Internet for news – 2018=4479

When looking across all platforms, BBC has the largest share of reference by far among the wholesale providers.

**Figure 11.2**

Wholesale provider share of reference – 2018

*All adults 16+ using TV/Newspapers/Radio/Internet for news*



\*In some circumstances, ITV is also a wholesale provider and is included in ITN

Source: Ofcom News Consumption Survey 2018

Base: All adults 16+ using TV/Newspapers/Radio/Internet for news – 2018=4479

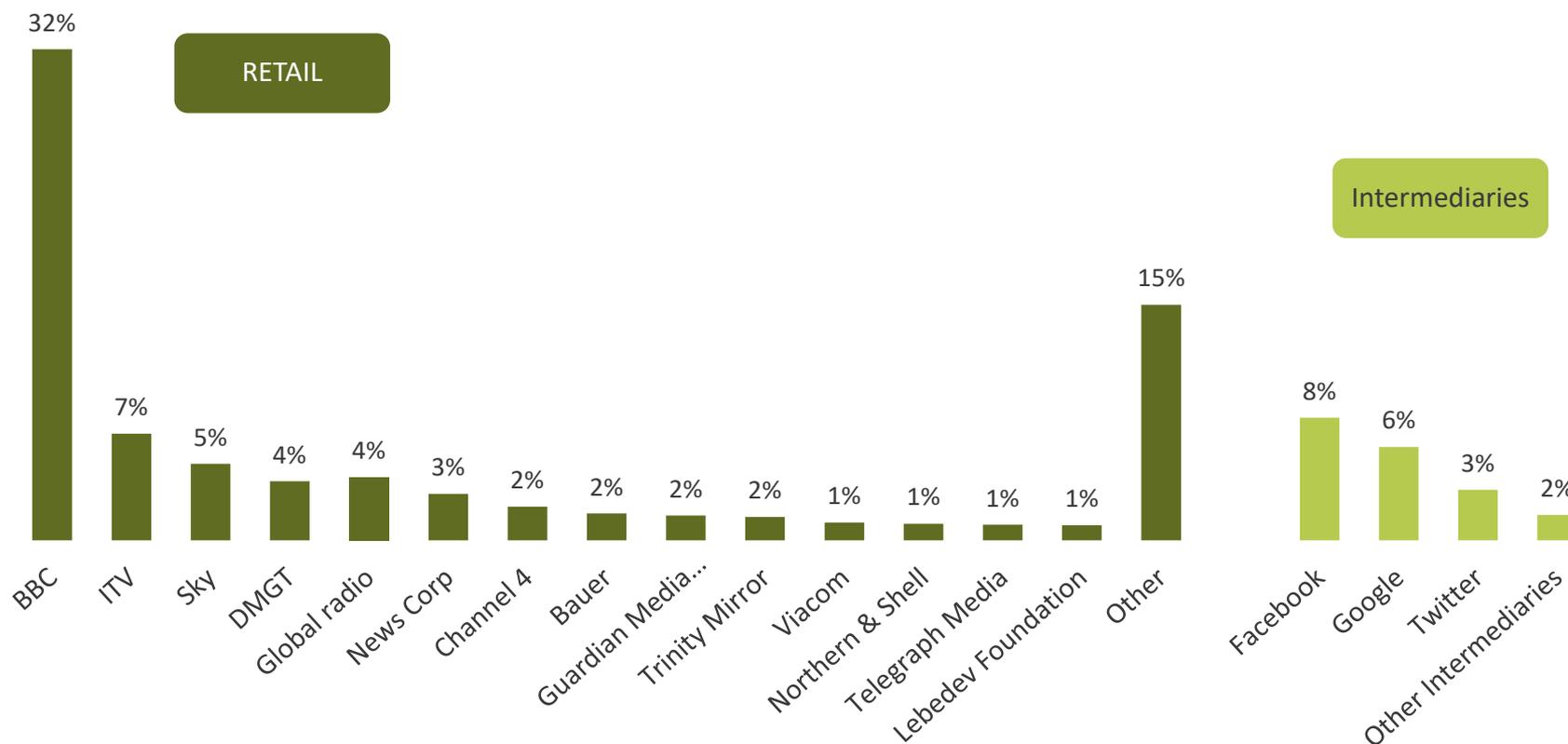
NOTE: 'Google' = Google News + Google + YouTube. 'Other intermediary' includes MSN, Yahoo, AOL, Flipboard, NewsNow. We distinguish between retail news provision (the individual title or brand of each news source that provides content to the user e.g. ITV News) and wholesale news provision (the supply and production of the news for a retail news source e.g. ITN).

BBC also has the largest share of reference across the retail providers.

**Figure 11.3**

Retail provider share of reference - 2018

All adults 16+ using TV/Newspapers/Radio/Internet for news



Source: Ofcom News Consumption Survey 2018

Base: All adults 16+ using TV/Newspapers/Radio/Internet for news – 2018=4479

NOTE: 'Google'= Google News + Google + YouTube. 'Other intermediary' includes MSN, Yahoo, AOL, Flipboard, NewsNow. We distinguish between retail news provision (the individual title or brand of each news source that provides content to the user e.g. ITV News) and wholesale news provision (the supply and production of the news for a retail news source e.g. ITN).

## Section 12

# Importance of sources and attitudes to news

## Summary – importance of and attitudes towards news

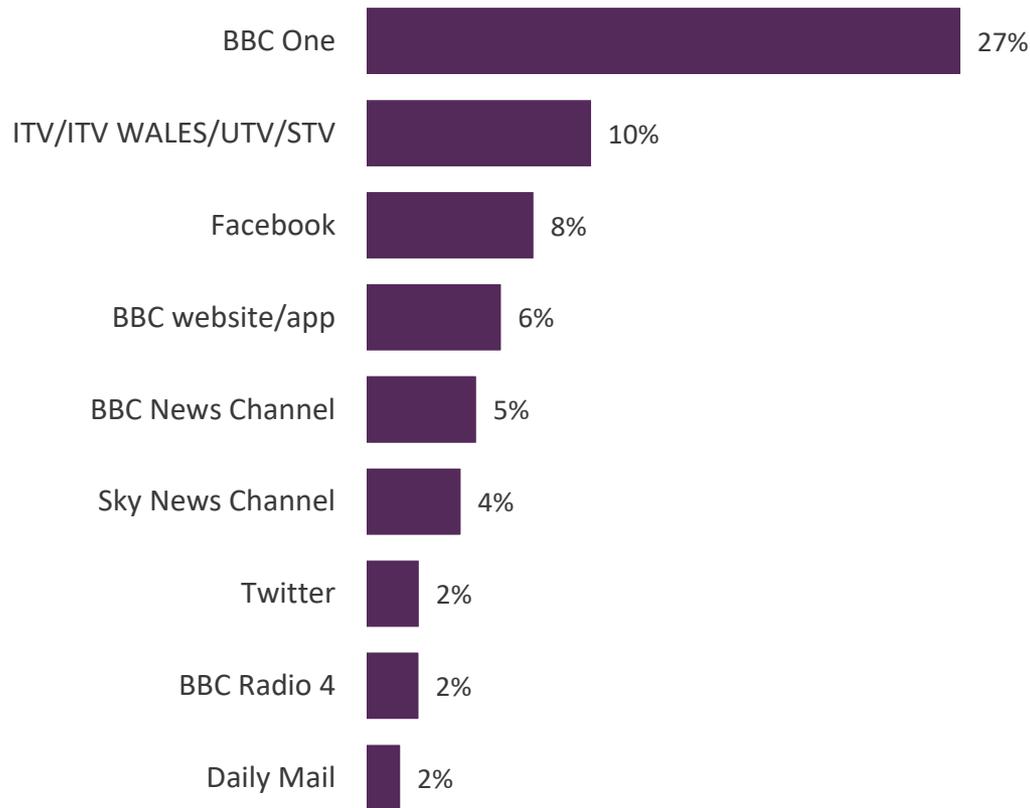
- More than a quarter (27%) of news users nominate BBC One as their single most important source. One in ten nominate ITV (10%) and one in twelve Facebook (8%).
  - BBC website/app (6%), BBC News Channel (5%) and Sky News Channel (4%) are the next most important sources.
- Those aged 65+ are much more likely to prefer TV (63%), and BBC One (43%) in particular; 16-24s are more likely to prefer social media (37%), and Facebook (18%) in particular.
- Measures of quality, accuracy, trustworthiness and impartiality (among other things) are strongest amongst readers of magazines and weakest amongst social media users.
  - Similar scores are recorded across the BBC TV, ITV and Sky News channels.
  - LBC and BBC radio listeners are more likely to rate these stations highly.
  - BBC and Sky News website/app users are more likely to rate these highly.
  - All social media platforms score relatively poorly across the various attributes.

# More than a quarter of news users nominate BBC One as their single most important source, while one in ten nominate ITV.

## Figure 12.1

### Single most important news source – 2018

All adults 16+ using TV/Newspapers/Radio/Internet/Magazine for news



Source: Ofcom News Consumption Survey 2018

Question: E1a. Looking at all the sources of news you have just said that you use, which one is most important to you?

Base: All adults 16+ specifying at least one source for news – 2018=4463

Only sources with an incidence of 2%+ in 2018 are shown.

65+ and non-EMG news users are much more likely to prefer TV, and BBC One in particular; 16-24s are more likely to prefer social media, and Facebook in particular.

**Figure 12.2**

Single most important news source 2018 - by demographic group

*All adults 16+ using TV/Newspapers/Radio/Internet/Magazine for news*

	Total	Male	Female	16-24	65+	ABC1	C2DE	EMG	Non-EMG
BBC One	27%	27%	26%	12%	43%	27%	26%	17%	29%
ITV/ITV WALES/UTV/STV	10%	8%	12%	7%	11%	6%	15%	4%	11%
Facebook	8%	6%	9%	18%	1%	6%	9%	8%	8%
BBC website/app	6%	8%	4%	6%	3%	8%	4%	5%	6%
BBC News Channel	5%	5%	4%	3%	5%	6%	4%	7%	4%
Sky News Channel	4%	5%	4%	3%	2%	4%	5%	5%	4%
Twitter	2%	2%	3%	9%	0%	2%	3%	4%	2%
BBC Radio 4	2%	2%	2%	0%	5%	3%	1%	0%	3%
Daily Mail	2%	1%	2%	0%	4%	2%	2%	1%	2%
ANY TV	50%	49%	50%	30%	63%	47%	53%	42%	51%
ANY SOCIAL MEDIA	13%	11%	15%	37%	1%	12%	14%	18%	12%
ANY OTHER INTERNET	13%	15%	11%	16%	5%	16%	9%	15%	12%
ANY RADIO	9%	9%	9%	3%	13%	9%	9%	6%	10%
ANY NEWSPAPER	8%	8%	7%	4%	12%	8%	7%	8%	8%
ANY MAGAZINE	0%	1%	0%	0%	0%	0%	1%	1%	0%

Source: Ofcom News Consumption Survey 2018

Question: E1a. Looking at all the sources of news you have just said that you use, which one is most important to you?

Base: All adults 16+ specifying at least one source for news 2018 - Total=4463, Male=2118, Female=2338, 16-24=582, 65+=979, ABC1=2432, C2DE=2025, EMG=692, Non-EMG=3755

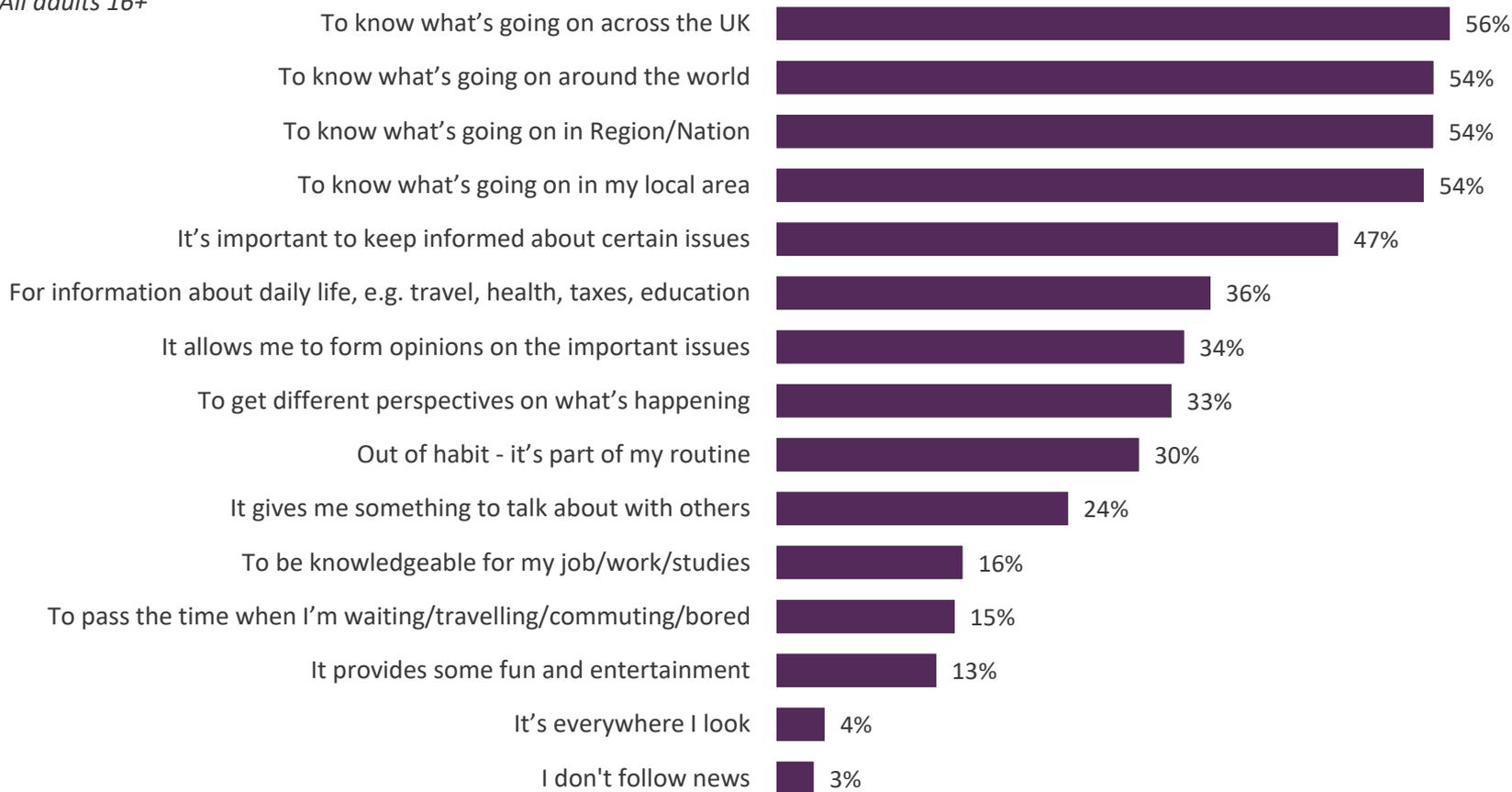
Green shading indicates significant differences between groups. Only sources with an incidence of 2%+ in 2018 are shown.

Respondents claim to follow the news in order to know what's going on across the UK, the world, their region/nation and their local area.

### Figure 12.3

#### Reasons for following news – 2018

All adults 16+



Source: Ofcom News Consumption Survey 2018

Question: G1. Thinking about some of the reasons people might have for following news, which of these reasons apply to you?

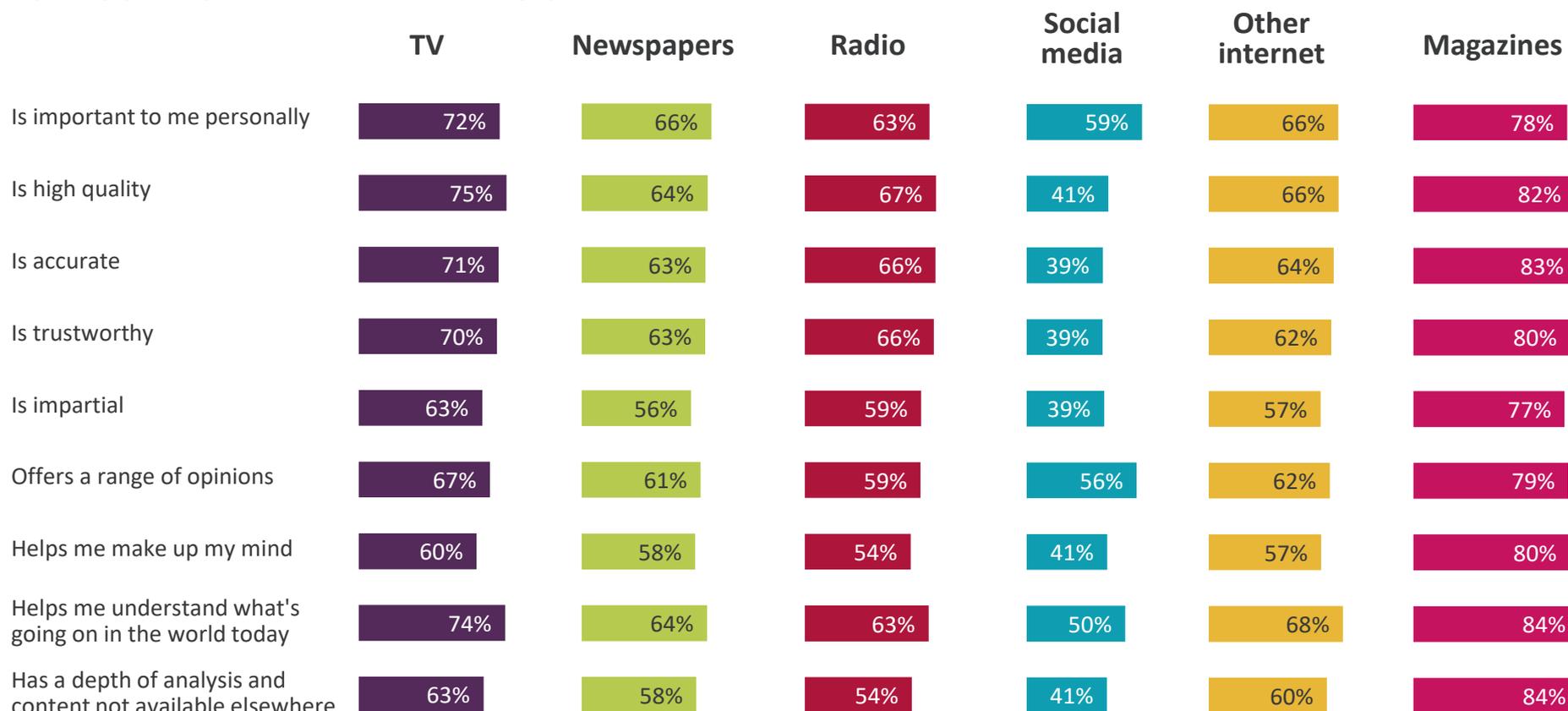
Base: All adults 16+ - 2018=4618

# Readers of magazines give the strongest ratings, followed by users of TV.

**Figure 12.4**

## Attributes of news platforms - 2018

% of ratings from regular users who rated source highly (7-10)



Source: Ofcom News Consumption Survey 2018

Question: E2. How important is <BRAND> as a source of news to you personally? E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

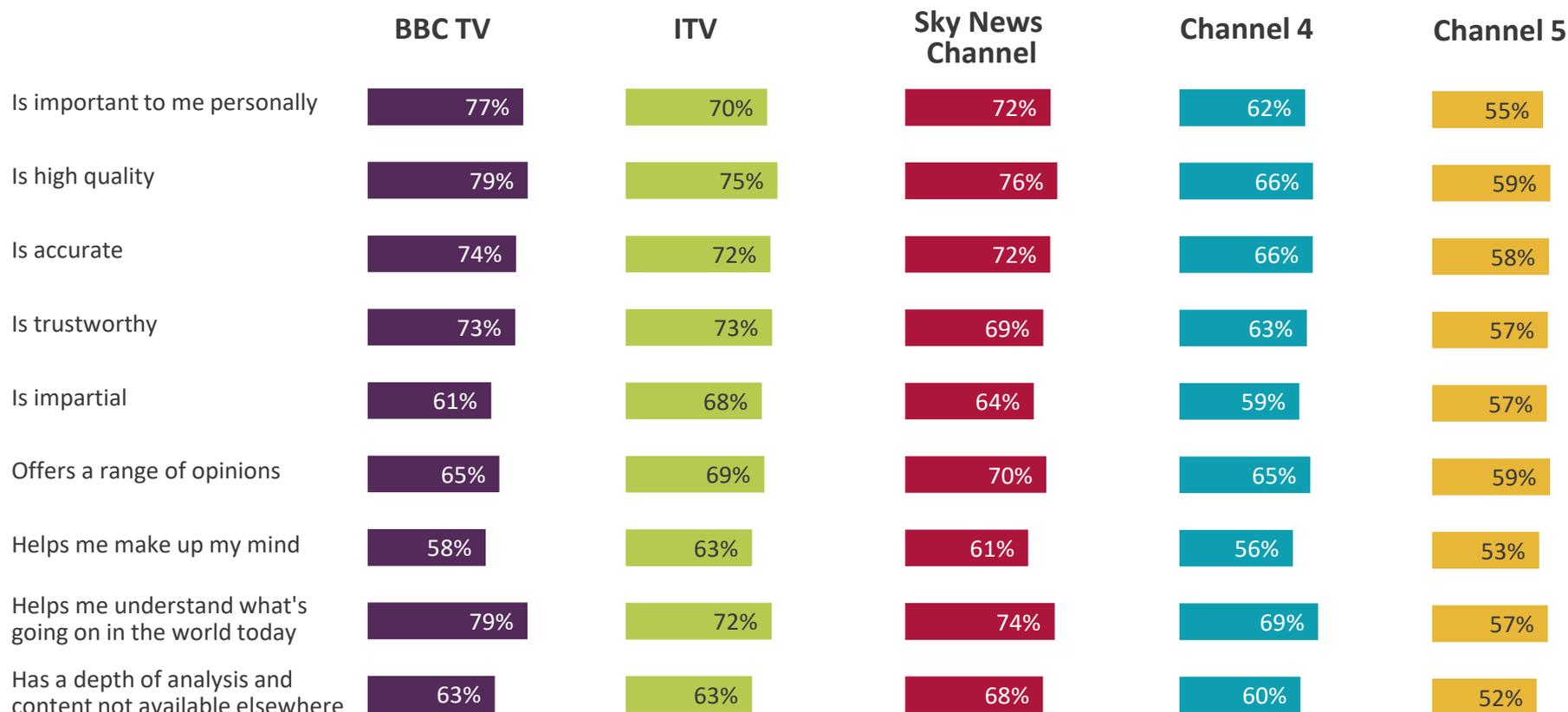
Base: All ratings by those using each platform for news at least weekly (or every 2-3 weeks for weekly newspapers and magazines) 2018 – TV=8010, Newspapers=3786, Radio=2821, Social media=2869, Other internet=3919, Magazines=239

# The results are relatively similar among users of the BBC, ITV and Sky News TV channels.

**Figure 12.5**

## Attributes of TV sources (1) - 2018

% of regular users rating each source highly (7-10)



Source: Ofcom News Consumption Survey 2018

Question: E2. How important is <BRAND> as a source of news to you personally? E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

Base: All using each source for news at least weekly 2018 – BBC TV=3112, ITV=1977, Sky News Channel=1052, Channel 4=742, Channel 5=423

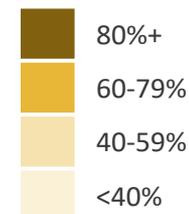
CNN scores strongly on 'high quality' and CNN and Al Jazeera score strongly on 'helps me understand what's going on in the world today'.

## Figure 12.6

### Attributes of TV sources (1) – 2018\*

% of regular users rating each source highly (7-10)

	BBC TV	ITV	Sky News Channel	Channel 4	Channel 5	CNN	Al Jazeera	Euronews
	3112	1977	1052	742	423	268	143	106
Is important to me personally	77%	70%	72%	62%	55%	78%	64%	54%
Is high quality	79%	75%	76%	66%	59%	82%	74%	61%
Is accurate	74%	72%	72%	66%	58%	78%	69%	64%
Is trustworthy	73%	73%	69%	63%	57%	78%	67%	61%
Is impartial	61%	68%	64%	59%	57%	71%	62%	53%
Offers a range of opinions	65%	69%	70%	65%	59%	79%	68%	64%
Helps me make up my mind	58%	63%	61%	56%	53%	74%	71%	57%
Helps me understand what's going on in the world today	79%	72%	74%	69%	57%	80%	82%	68%
Has a depth of analysis and content not available elsewhere	63%	63%	68%	60%	52%	78%	76%	60%



Source: Ofcom News Consumption Survey 2018

Question: E2. How important is <BRAND> as a source of news to you personally? E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

Base: All using each source for news at least weekly 2018 – bases shown above

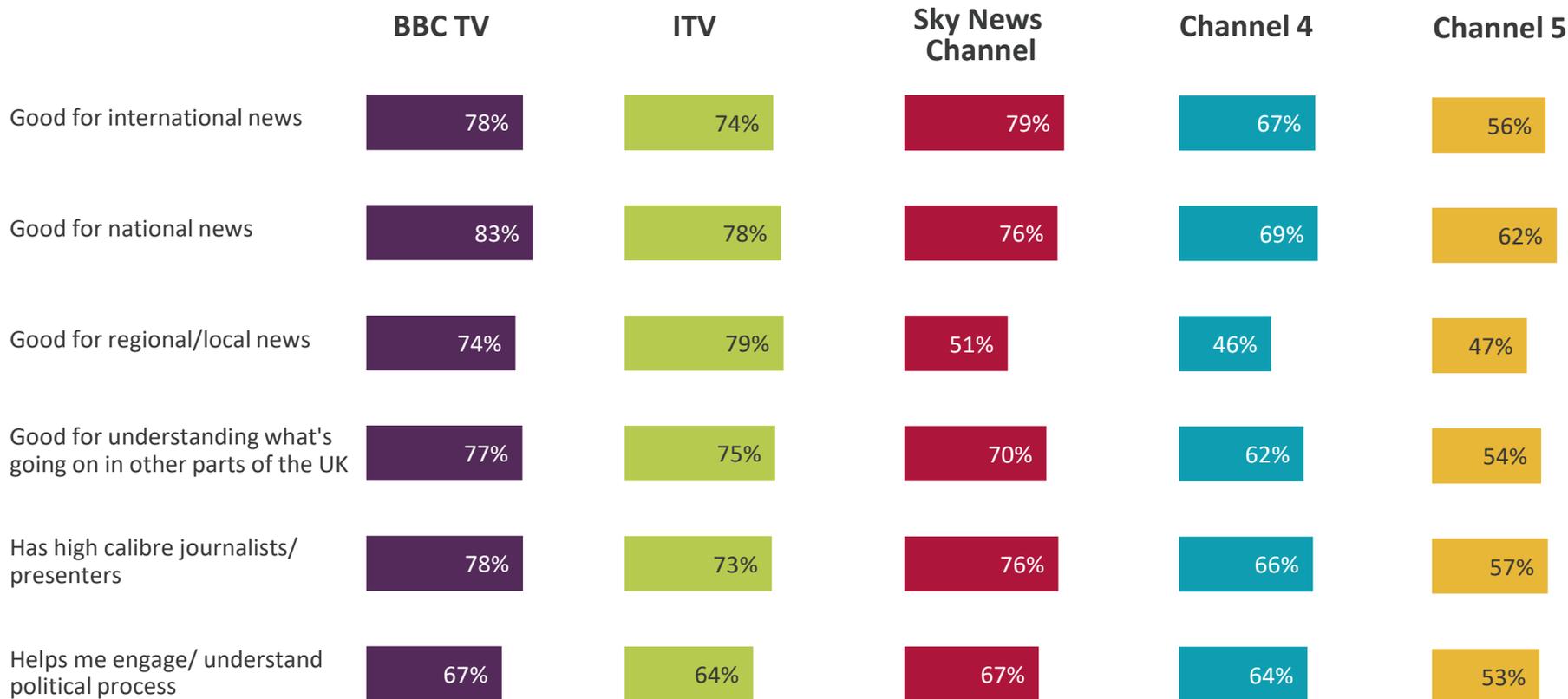
NOTE: colour differences in the table are to show different ranges of scores. The results have not been tested for statistical significance.

Results are similar among users of the BBC, ITV and Sky News.

**Figure 12.7**

**Attributes of TV sources (2) - 2018**

% of regular users rating each source highly (7-10)



Source: Ofcom News Consumption Survey 2018

Question: E2. How important is <BRAND> as a source of news to you personally? E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

Base: All using each source for news at least weekly 2018 – BBC TV=3112, ITV=1977, Sky News Channel=1052, Channel 4=742, Channel 5=423

# BBC scores strongly on being 'Good for national news'.

## Figure 12.8

### Attributes of TV sources (2) - 2018

% of regular users rating each source highly (7-10)

	BBC TV	ITV	Sky News Channel	Channel 4	Channel 5
	3112	1977	1052	742	423
Good for international news	78%	74%	79%	67%	56%
Good for national news	83%	78%	76%	69%	62%
Good for regional/local news	74%	79%	51%	46%	47%
Good for understanding what's going on in other parts of the UK	77%	75%	70%	62%	54%
Has high calibre journalists/ presenters	78%	73%	76%	66%	57%
Helps me engage/ understand political process	67%	64%	67%	64%	53%

- 80%+
- 60-79%
- 40-59%
- <40%

Source: Ofcom News Consumption Survey 2018

Question: E2. How important is <BRAND> as a source of news to you personally? E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

Base: All using each source for news at least weekly 2018 – bases shown above

NOTE: colour differences in the table are to show different ranges of scores. The results have not been tested for statistical significance.

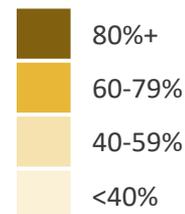
# Readers of The Times, Mirror and The Guardian are more likely to score these newspapers highly for 'is high quality'

## Figure 12.9

### Attributes of Newspaper sources - 2018

% of regular users rating each source highly (7-10)

	Daily Mail/ Mail on Sunday	The Sun/ Sun on Sunday	The Metro	The Times/ Sunday Times	Daily/Sunday Mirror	The Guardian/ Observer	Daily/Sunday Telegraph	Local daily newspaper	Daily/Sunday Express	Evening Standard	Daily/Sunday Star
	614	430	365	310	272	251	233	206	202	193	107
Is important to me personally	69%	63%	59%	72%	65%	75%	72%	71%	64%	56%	62%
Is high quality	70%	55%	51%	80%	62%	82%	81%	54%	63%	45%	55%
Is accurate	63%	56%	59%	76%	58%	79%	67%	56%	65%	49%	49%
Is trustworthy	64%	53%	59%	72%	59%	78%	70%	60%	62%	48%	52%
Is impartial	53%	49%	56%	67%	50%	71%	53%	50%	56%	42%	54%
Offers a range of opinions	66%	54%	54%	73%	59%	75%	62%	46%	60%	47%	57%
Helps me make up my mind	62%	52%	50%	66%	57%	78%	60%	47%	56%	48%	52%
Helps me understand what's going on in the world today	71%	59%	60%	79%	64%	82%	71%	40%	64%	54%	57%
Has a depth of analysis and content not available elsewhere	63%	50%	47%	75%	57%	77%	69%	44%	59%	48%	49%



Source: Ofcom News Consumption Survey 2018

Question: E2. How important is <BRAND> as a source of news to you personally? E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

Base: All using each source for news at least weekly (or every 2-3 weeks for weekly newspapers) 2018 – bases shown above

NOTE: colour differences in the table are to show different ranges of scores. The results have not been tested for statistical significance.

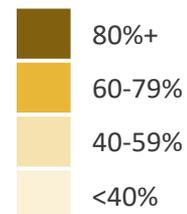
LBC and BBC radio (and to a lesser extent talkSPORT) listeners are more likely to rate these stations highly across the various attributes.

**Figure 12.10**

**Attributes of Radio sources (1) - 2018**

*% of regular users rating each source highly (7-10)*

	BBC Radio	Heart FM	Capital	Classic FM	Smooth Radio	talkSPORT	LBC	Absolute Radio
	1493	350	276	157	155	142	124	102
Is important to me personally	70%	54%	50%	53%	44%	70%	86%	41%
Is high quality	76%	50%	58%	53%	46%	62%	79%	48%
Is accurate	73%	56%	58%	59%	49%	71%	72%	49%
Is trustworthy	71%	57%	57%	59%	53%	68%	75%	42%
Is impartial	62%	55%	54%	58%	50%	62%	70%	40%
Offers a range of opinions	66%	44%	49%	44%	36%	65%	79%	43%
Helps me make up my mind	60%	44%	49%	44%	34%	58%	60%	40%
Helps me understand what's going on in the world today	73%	48%	54%	44%	39%	51%	74%	48%
Has a depth of analysis and content not available elsewhere	62%	38%	48%	38%	35%	56%	72%	37%



Source: Ofcom News Consumption Survey 2018

Question: E2. How important is <BRAND> as a source of news to you personally? E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

Base: All using each source for news at least weekly 2018 – bases shown above

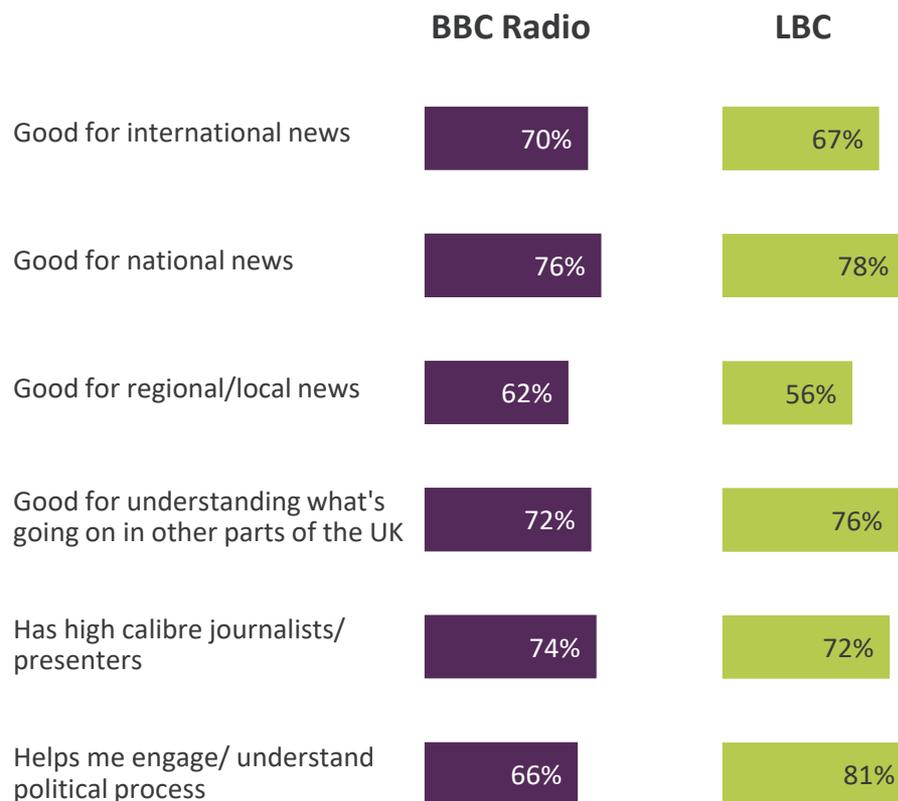
NOTE: colour differences in the table are to show different ranges of scores. The results have not been tested for statistical significance.

LBC scores strongly on ‘Helps me engage with/understand the political process’, but performs less well on ‘Good for regional/local news’.

## Figure 12.11

### Attributes of Radio sources (2) - 2018

% of regular users rating each source highly (7-10)



Source: Ofcom News Consumption Survey 2018

Question: E2. How important is <BRAND> as a source of news to you personally? E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

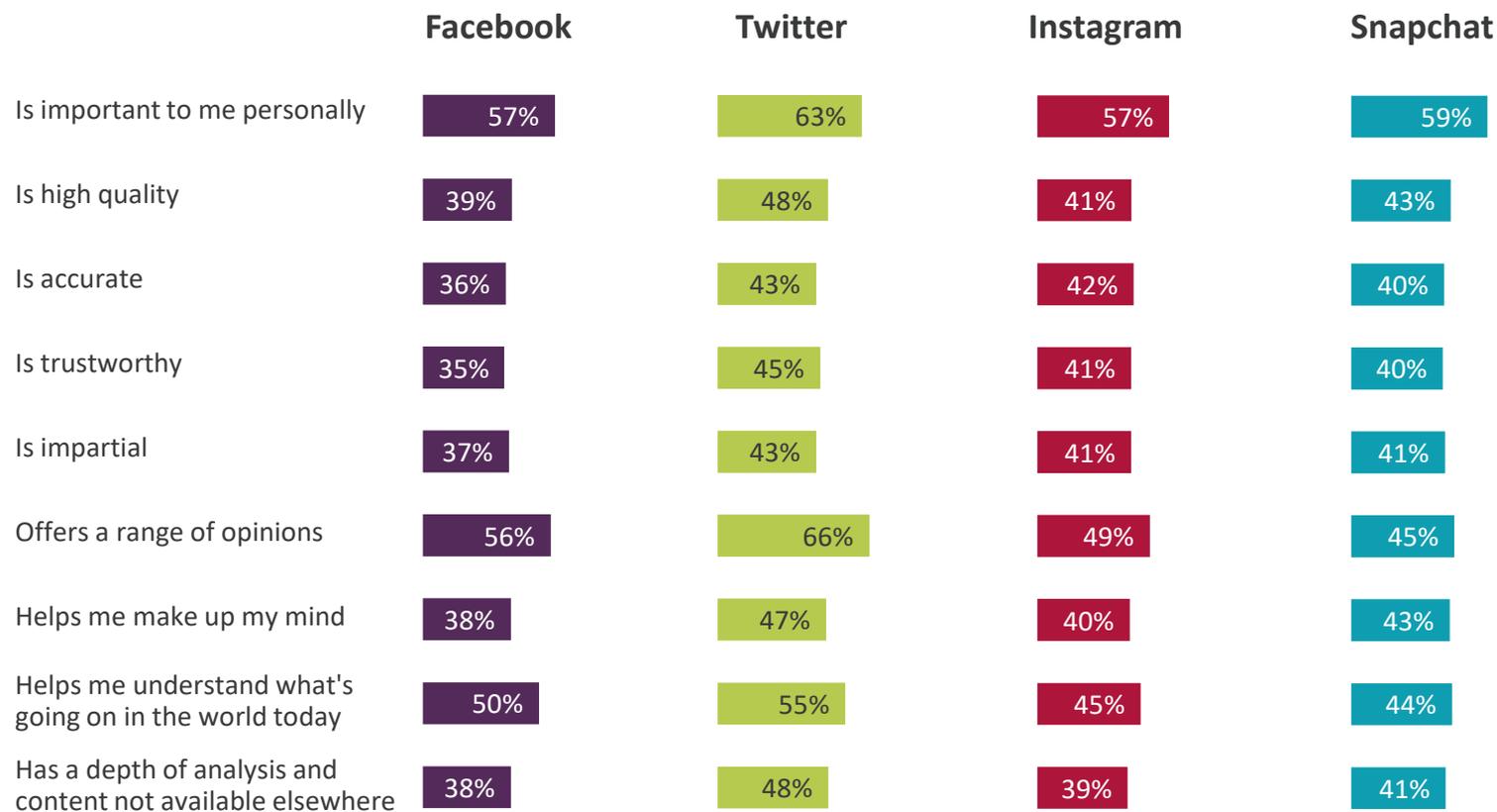
Base: All using each source for news at least weekly 2018 – BBC Radio=1493, LBC=124

Social media platforms score relatively poorly across all attributes. They perform most strongly on 'important to me' and 'offers a range of opinions'.

**Figure 12.12**

**Attributes of Social Media - 2018**

*% of regular users rating each source highly (7-10)*



Source: Ofcom News Consumption Survey 2018

Question: E2. How important is <BRAND> as a source of news to you personally? E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

Base: All using each source for news at least weekly 2018 – Facebook=1551, Twitter=649, Instagram=402, Snapchat=267

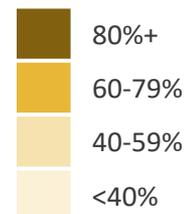
BBC and Sky News users are more likely to rate these websites/apps highly across the various attributes – especially on ‘high quality’ and ‘Helps me understand what's going on in the world today’.

**Figure 12.13**

**Attributes of Other Internet sources - 2018**

% of regular users rating each source highly (7-10)

	BBC website/app	Sky News website/app	Daily Mail website/app	Guardian/Observer	YouTube	Google News	MSN News	Yahoo News	Huffington Post	ITV/ITN* website/app	Telegraph website/app	Independent website/app
	989	290	286	253	224	187	180	175	170	154	117	113
Is important to me personally	77%	74%	56%	68%	62%	76%	60%	54%	50%	63%	47%	59%
Is high quality	81%	80%	51%	74%	53%	65%	50%	44%	47%	67%	64%	64%
Is accurate	78%	74%	52%	68%	43%	61%	50%	43%	50%	70%	59%	69%
Is trustworthy	76%	73%	48%	72%	41%	60%	49%	46%	48%	66%	55%	59%
Is impartial	68%	74%	40%	52%	44%	61%	49%	42%	49%	62%	46%	54%
Offers a range of opinions	69%	74%	48%	60%	67%	66%	50%	48%	54%	66%	57%	60%
Helps me make up my mind	66%	68%	47%	63%	50%	59%	44%	37%	43%	63%	53%	58%
Helps me understand what's going on in the world today	80%	82%	58%	76%	56%	74%	53%	51%	58%	67%	62%	68%
Has a depth of analysis and content not available elsewhere	66%	75%	47%	73%	57%	59%	45%	35%	50%	65%	63%	62%



Source: Ofcom News Consumption Survey 2018

Question: E2. How important is <BRAND> as a source of news to you personally? E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

Base: All using each source for news at least weekly 2018 – bases shown above

\*ITV/ITN website/app – only includes ratings of ITV/ITN specifically, does not include ratings of STV or UTV website/app

NOTE: colour differences in the table are to show different ranges of scores. The results have not been tested for statistical significance.

# Section 13

## International news

## Summary – international news

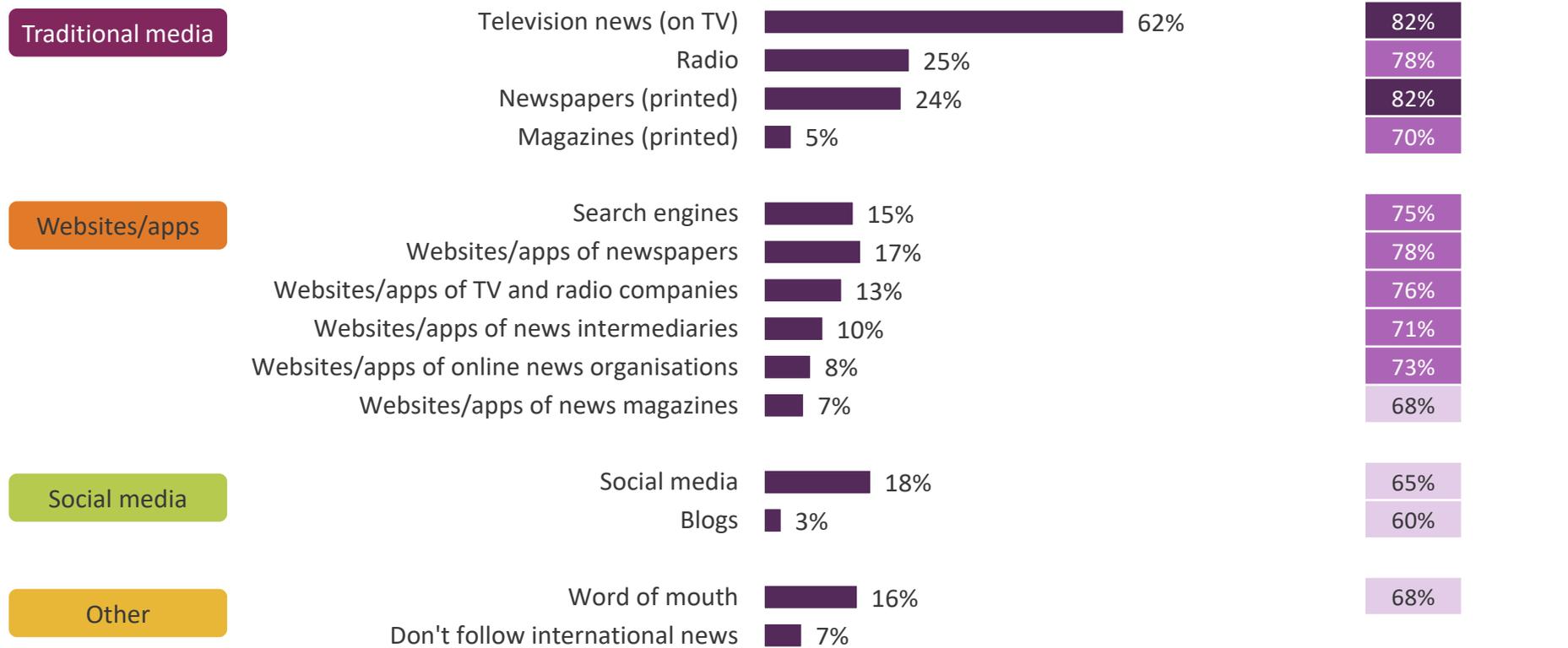
- Among news users, TV is the most popular platform for accessing international news (62%), followed by radio (25%) or printed newspapers (24%) .
  - Four in five users of these platforms for international news say they are satisfied with the quality of the news provided through these platforms.
- One in five news users (18%) say they use social media for international news, however only two thirds of users of this platform for international news (65%) are satisfied with the quality of the news provided here.

As with news in general, TV is the most popular platform for accessing international news. Four in five who use TV for international news are satisfied with the quality of that news.

**Figure 13.1**

Platforms used to access international news - 2018

All adults 16+ who follow news



Source: Ofcom News Consumption Survey 2018

Question: F1. From which of the following sources do you get international news nowadays? Base: All adults 16+ who follow news – 2018=4523

F2. How satisfied are you with the quality of international news available from xxxx? Base: All adults 16+ using each source – 2018=130 to 2851

# Section 14

## Local news

## Summary – local news

- TV is also the most popular platform for accessing local news among news users.
- Half of news users say they watch regional and local broadcasts on BBC TV (48%) and one third ITV (32%).
  - More than four in five of these are satisfied with the quality of news these channels provide.
- Almost one in four (23%) news users use printed local or regional newspapers and one in six (16%) say they use social media for local news.

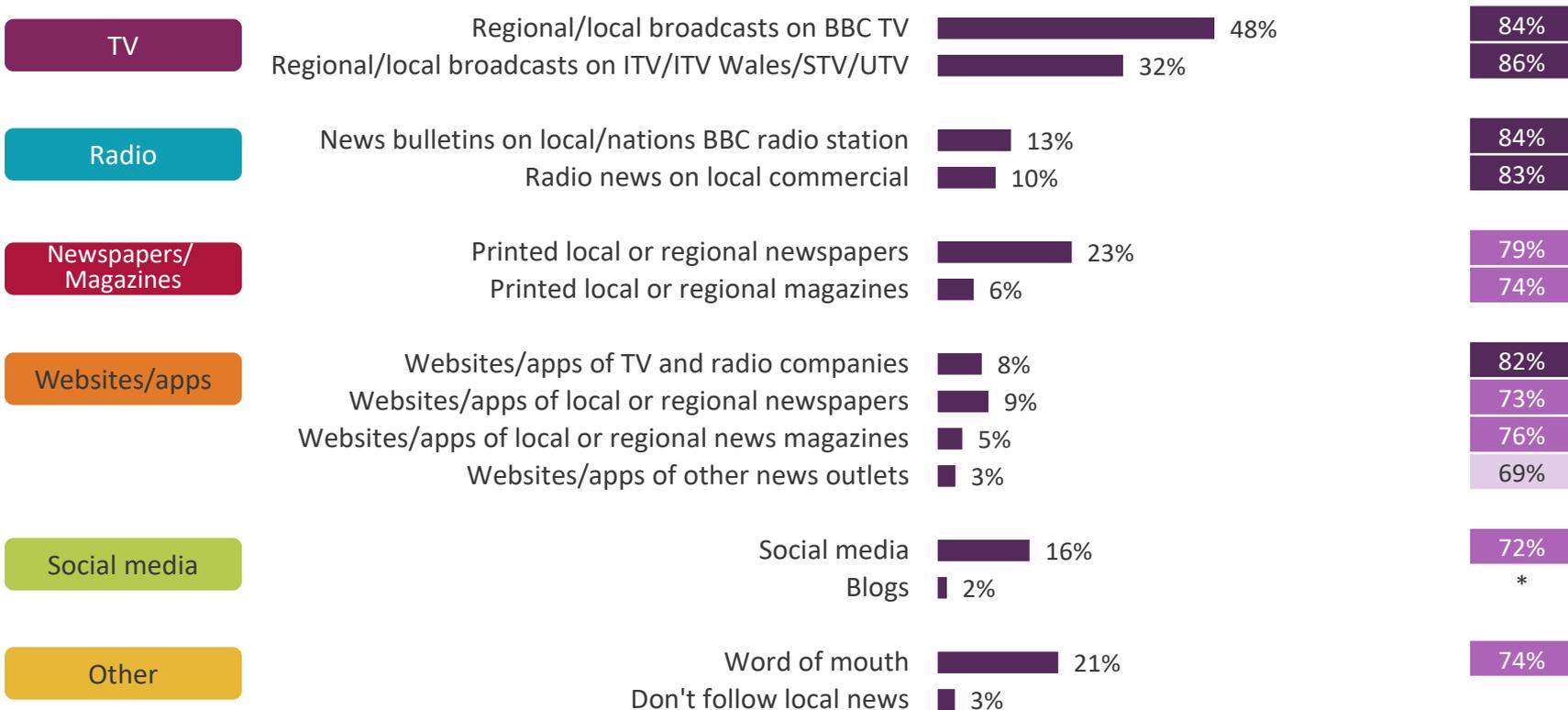
TV is the most popular platform for accessing local news - half of news users watch BBC TV and one third ITV. More than four in five of these are satisfied with the quality of news these channels provide.

**Figure 14.1**

% of users that are satisfied with the **quality of local news** provided

Platforms used to access local news - 2018

All adults 16+ who follow news



Source: Ofcom News Consumption Survey 2018

Question: F8: Thinking particularly about local news, which of the following do you use? Base: All adults 16+ who follow news – 2016=2710, 2018=4523

F9. How satisfied are you with the quality of the local news available from xxxx? Base: All using each source – 2018=132 to 2110 \*sample size <100

# Section 15

## News consumption in the nations

## Summary – news consumption in the Nations

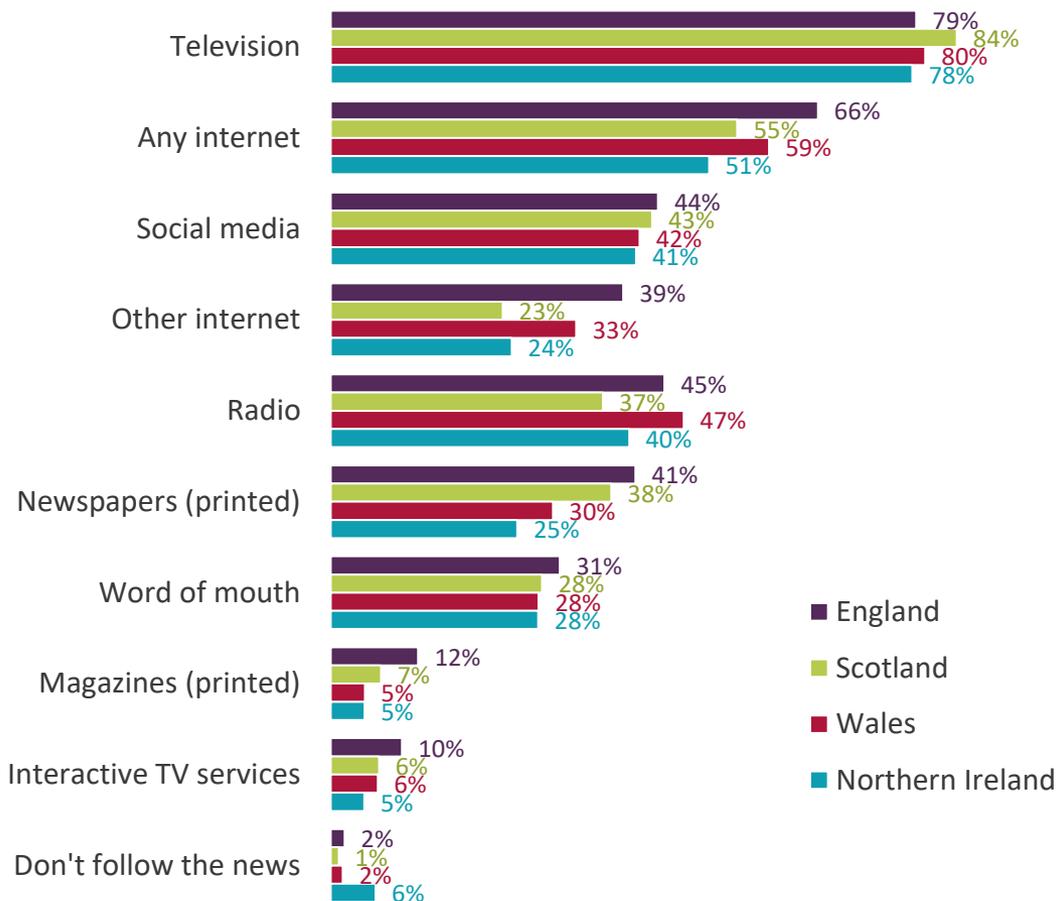
- Among all adults, BBC One is the most used source for news in Wales (68%), Scotland (64%) and England (62%). ITV/STV/UTV is the most popular source in Northern Ireland (63%)
  - ITV/STV is second-most used in Scotland (54%), Wales (45%) and England (39%). BBC One is second-most used in Northern Ireland (52%)
- Facebook is the third most popular source across all nations, being used by one in three.
- Adults in Wales are the most likely of all UK nations to say they're very interested in news about their nation (55% very interested vs. 35% across UK as a whole).

Compared to other nations, Scottish respondents are more likely to use TV for news, while English and Welsh respondents are more likely to use the internet.

**Figure 15.1**

Platforms used for news in general nowadays 2018 – by nation

All adults 16+



■ England  
■ Scotland  
■ Wales  
■ Northern Ireland

Source: Ofcom News Consumption Survey 2018

Question: C1. Which of the following platforms do you use for news nowadays?

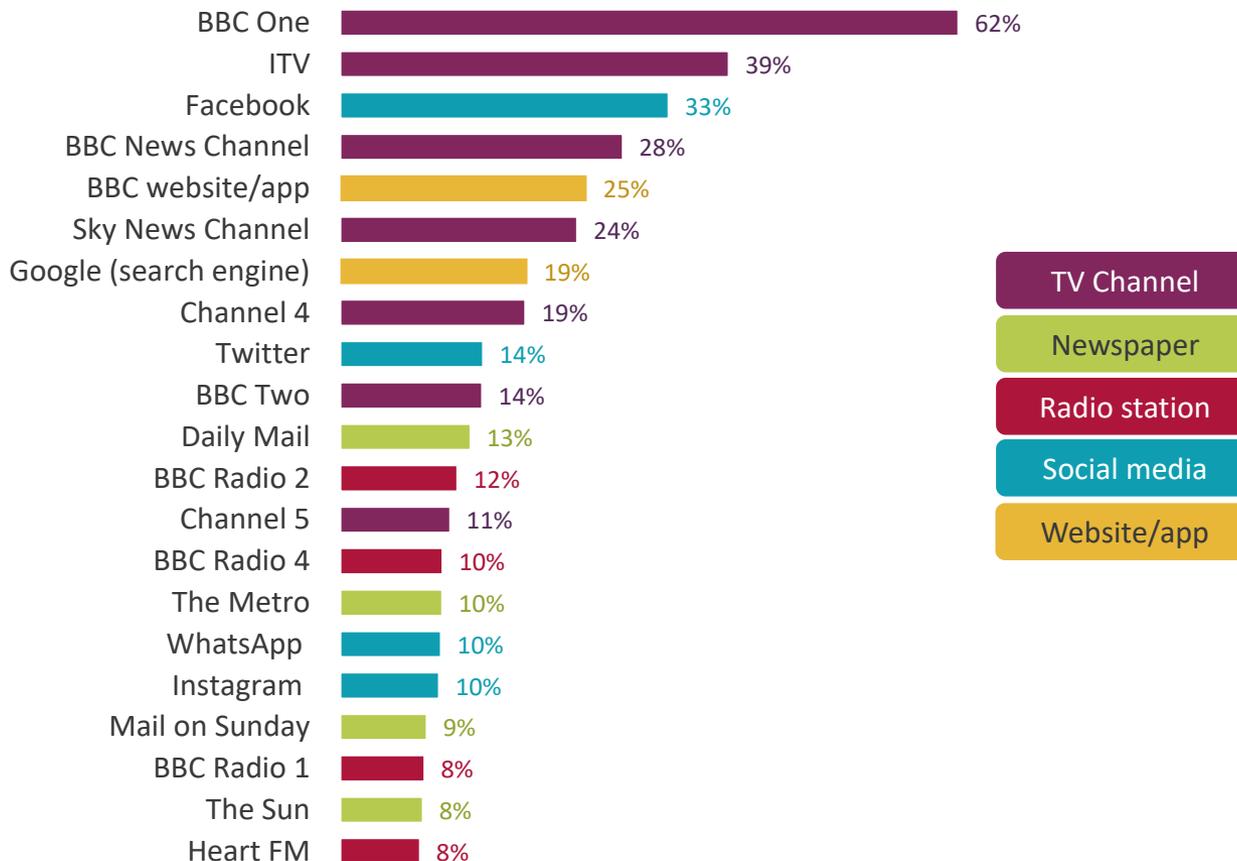
Base: All adults 16+ 2018 – England=3206, Scotland=540, Wales=458, Northern Ireland=414

Six in ten adults in England claim to use BBC One for news, while two in five use ITV. Facebook is used by one in three.

**Figure 15.2**

Top 20 sources for news in general 2018 - England

*% of adults 16+ in England using each source for news nowadays*



Source: Ofcom News Consumption Survey 2018

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

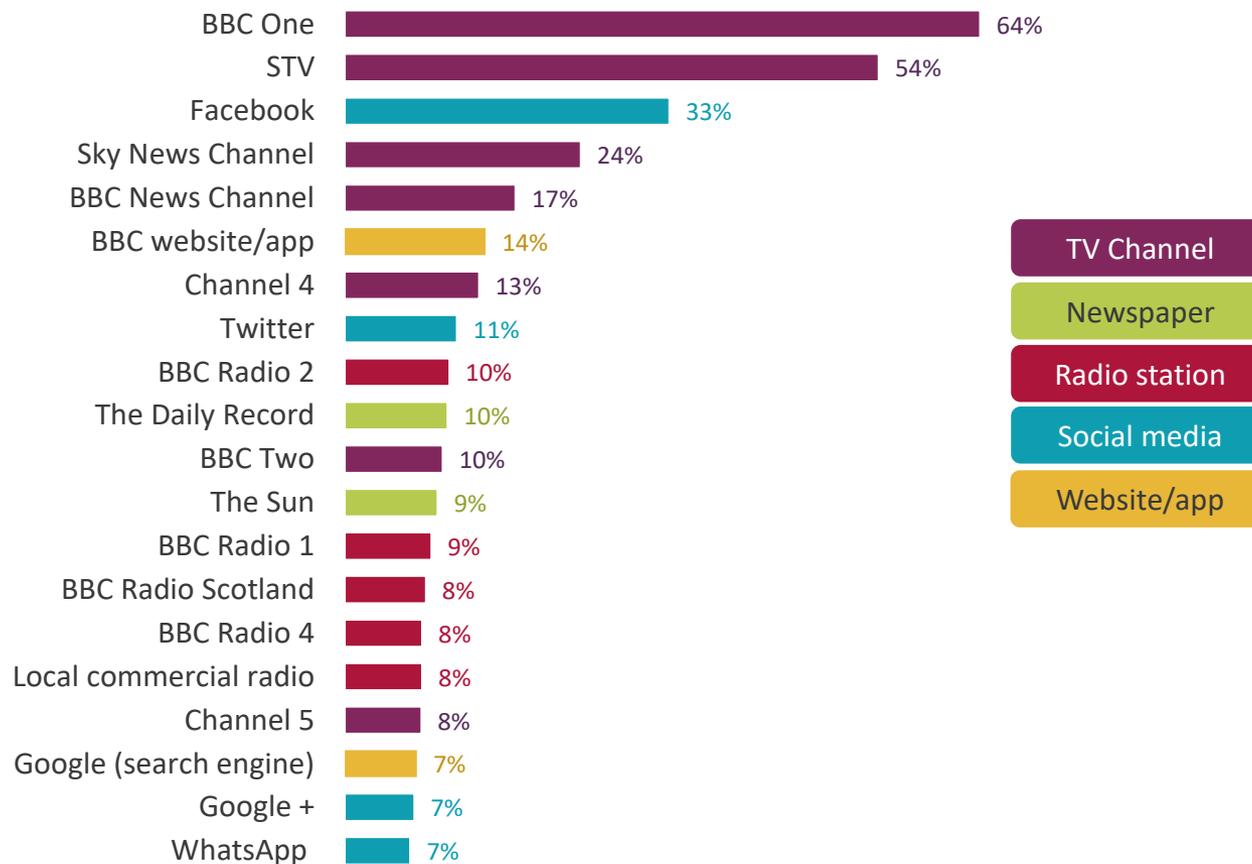
Base: All adults 16+ in England – 2018=3206

Almost two thirds of adults in Scotland use BBC One for news, whilst half use STV. Again, Facebook is used by one in three.

**Figure 15.3**

Top 20 sources for news in general 2018 – Scotland

*% of adults 16+ in Scotland using each source for news nowadays*



Source: Ofcom News Consumption Survey 2018

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

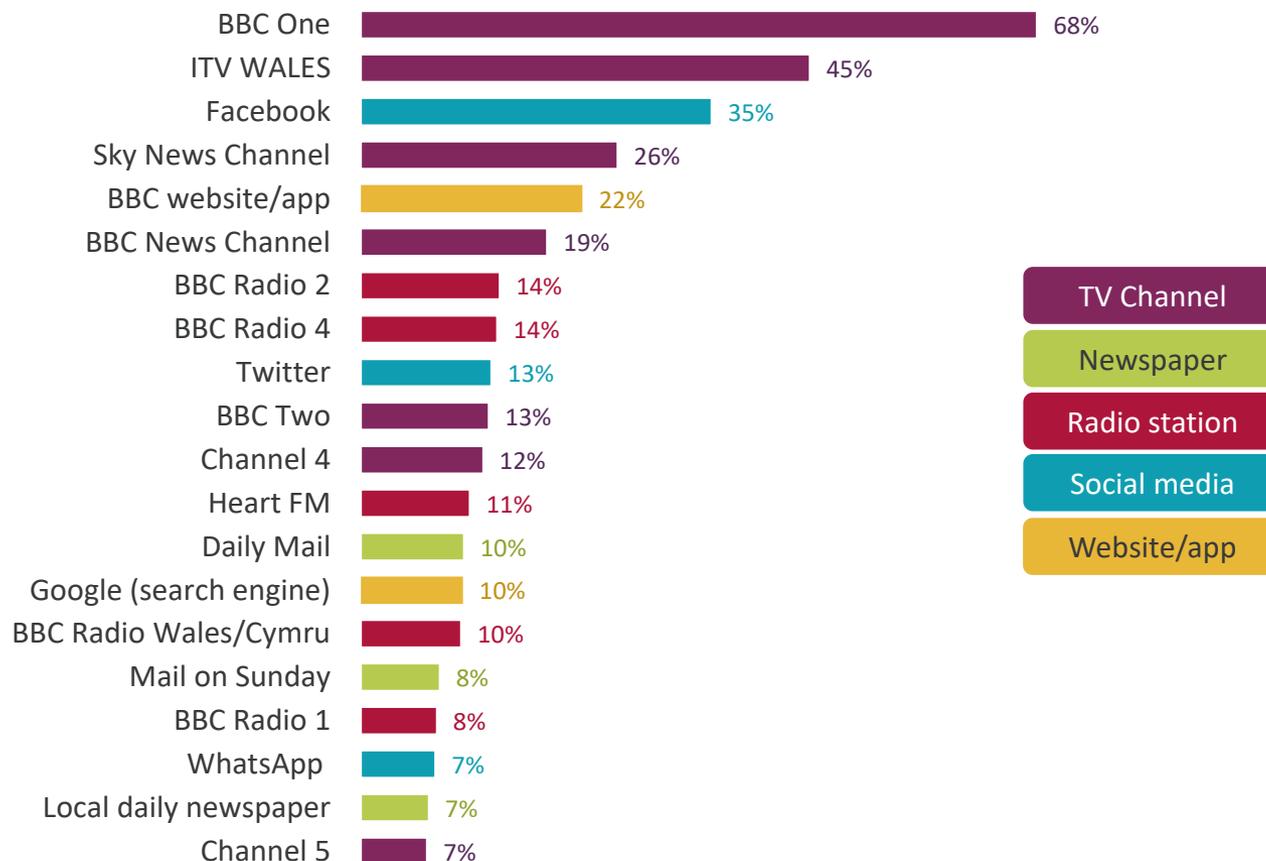
Base: All adults 16+ in Scotland – 2018=540

More than two thirds of adults in Wales use BBC One for news, while almost half use ITV. Facebook is again used by one in three.

**Figure 15.4**

**Top 20 sources for news in general 2018 – Wales**

*% of adults 16+ in Wales using each source for news nowadays*



Source: Ofcom News Consumption Survey 2018

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

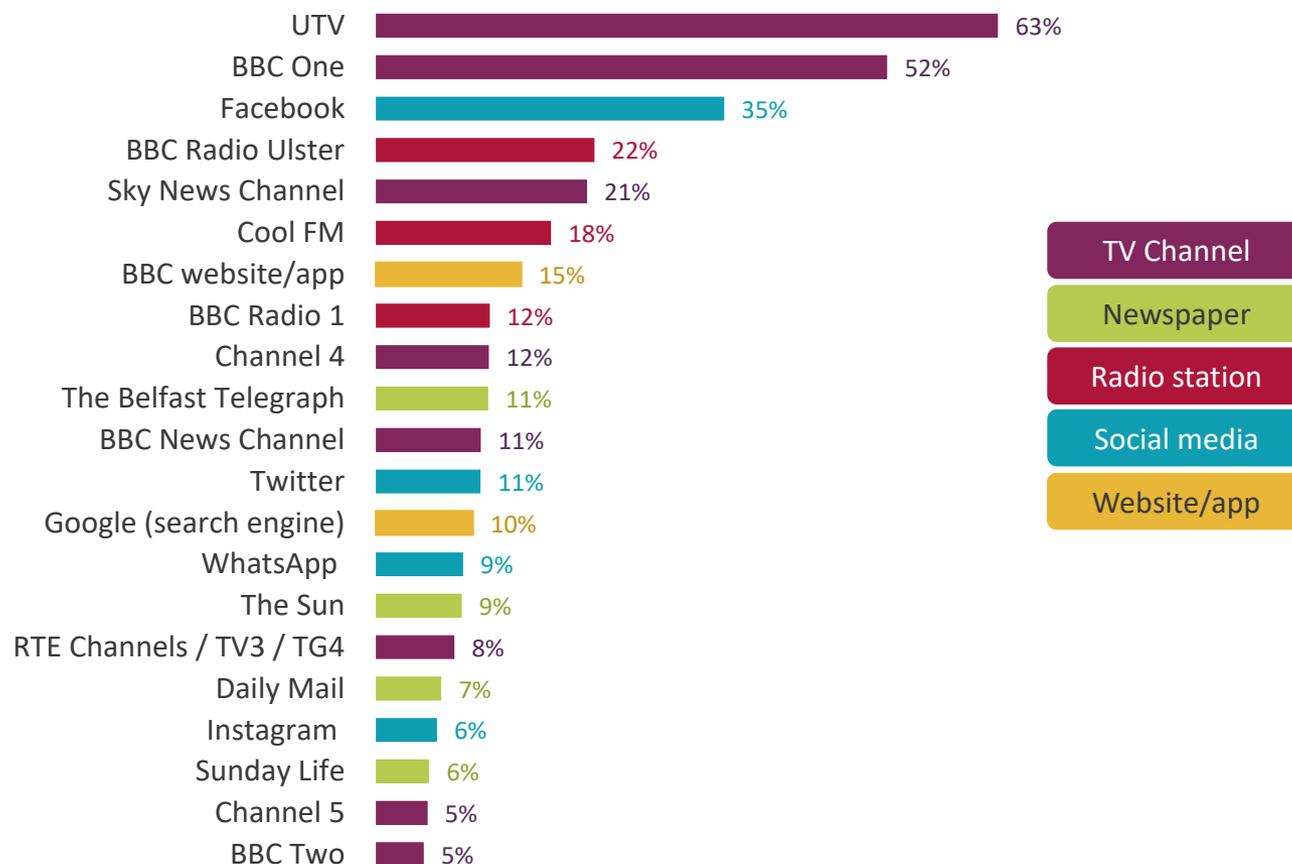
Base: All adults 16+ in Wales – 2018=458

Six in ten of adults in Northern Ireland use UTV, while almost half use BBC One. Facebook is used by one in three.

**Figure 15.5**

Top 20 sources for news in general 2018 – Northern Ireland

*% of adults 16+ in Northern Ireland using each source for news nowadays*



Source: Ofcom News Consumption Survey 2018

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

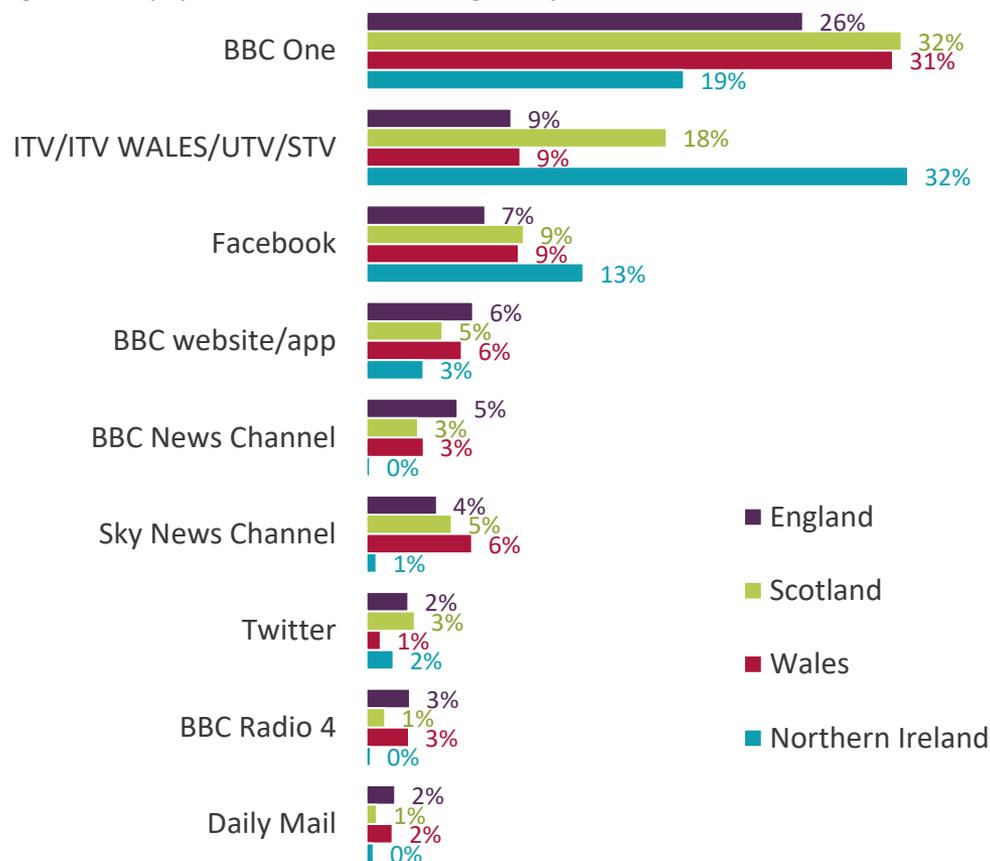
Base: All adults 16+ in Northern Ireland – 2018=414

BBC One is the most important news source in Scotland, Wales and England, whereas UTV is the most important source in Northern Ireland.

**Figure 15.6**

Single most important source for news in general – by Nation

All adults 16+ in each Nation using TV/Newspapers/Radio/Internet/Magazine for news



Source: Ofcom News Consumption Survey 2018

Question: E1a. Looking at all the sources of news you have just said that you use, which one is most important to you?

Base: All adults 16+ using TV/Newspapers/Radio/Internet/Magazine for news – England=3114, Scotland=524, Wales=448, Northern Ireland=377

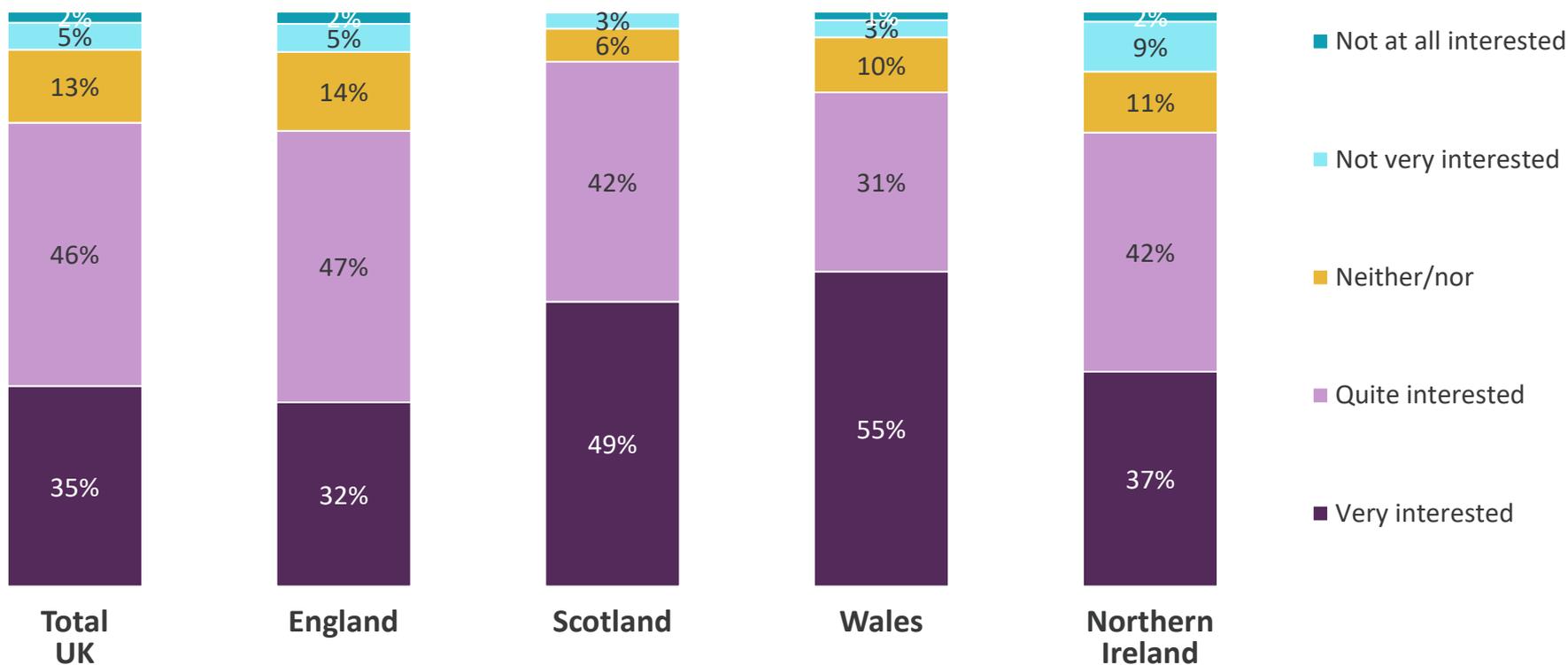
Only sources with an incidence of 2%+ in 2018 for the Total sample are shown.

# Adults in Wales are the most likely to say they're very interested in news about their nation.

**Figure 15.7**

Level of interest in news about own nation 2018 – by Nation

*All adults 16+ who follow news*



Source: Ofcom News Consumption Survey 2018

Question: F3. How interested are you in news about <NATION>?

Base: All adults 16+ who follow news 2018 - Total=4523, England=3151, Scotland=532, Wales=451, Northern Ireland=389

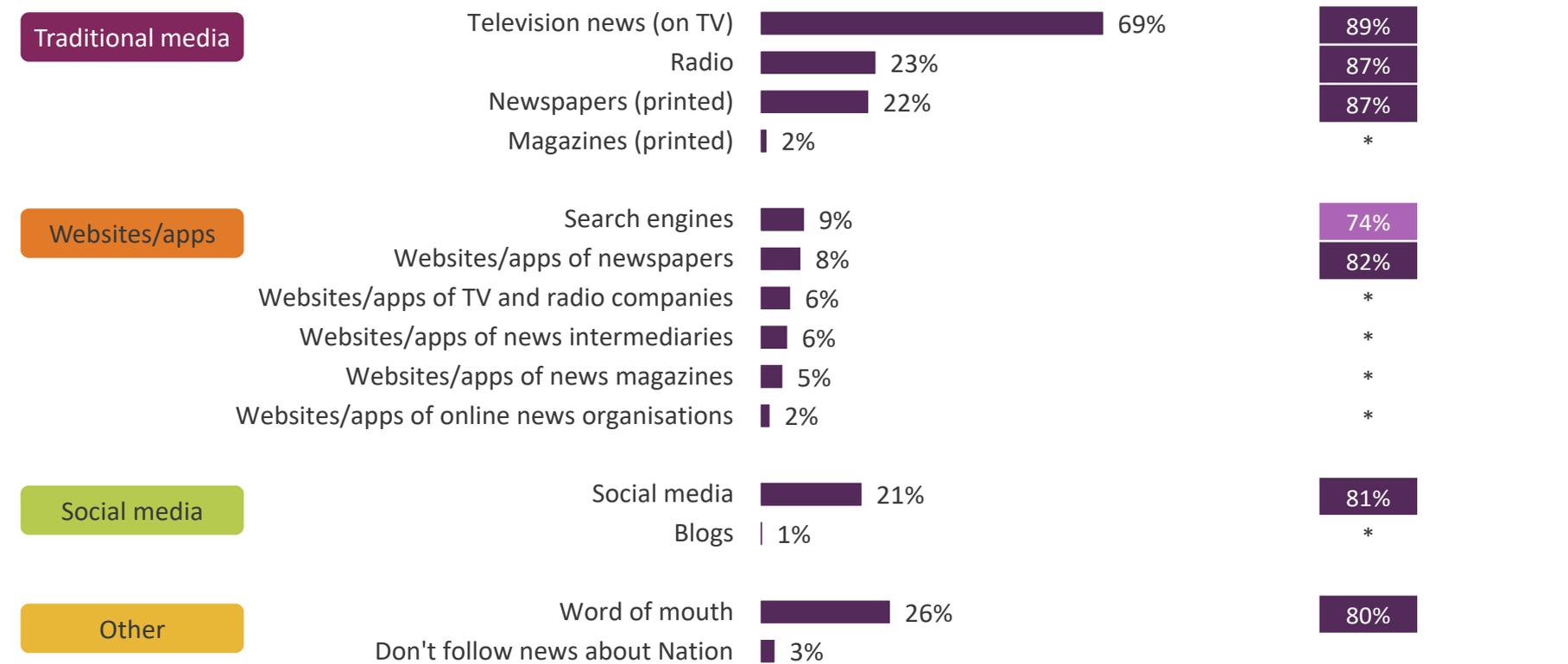
TV is the most popular platform for accessing news about their own nation. Nine in ten users are satisfied with the quality of news about their nation provided on TV.

**Figure 15.8**

**Platforms used to access news about own nation - 2018**

*All in Scotland/Wales/N Ireland who follow news*

**% of users that are satisfied with the quality of news about Nation provided**



Source: Ofcom News Consumption Survey 2018

Question: F4. Thinking particularly about your source of news for what is going on in NATION, which of the following do you use?

Base: All adults 16+ who follow news in Scotland/Wales/N Ireland – 2016=1032, 2018=1371

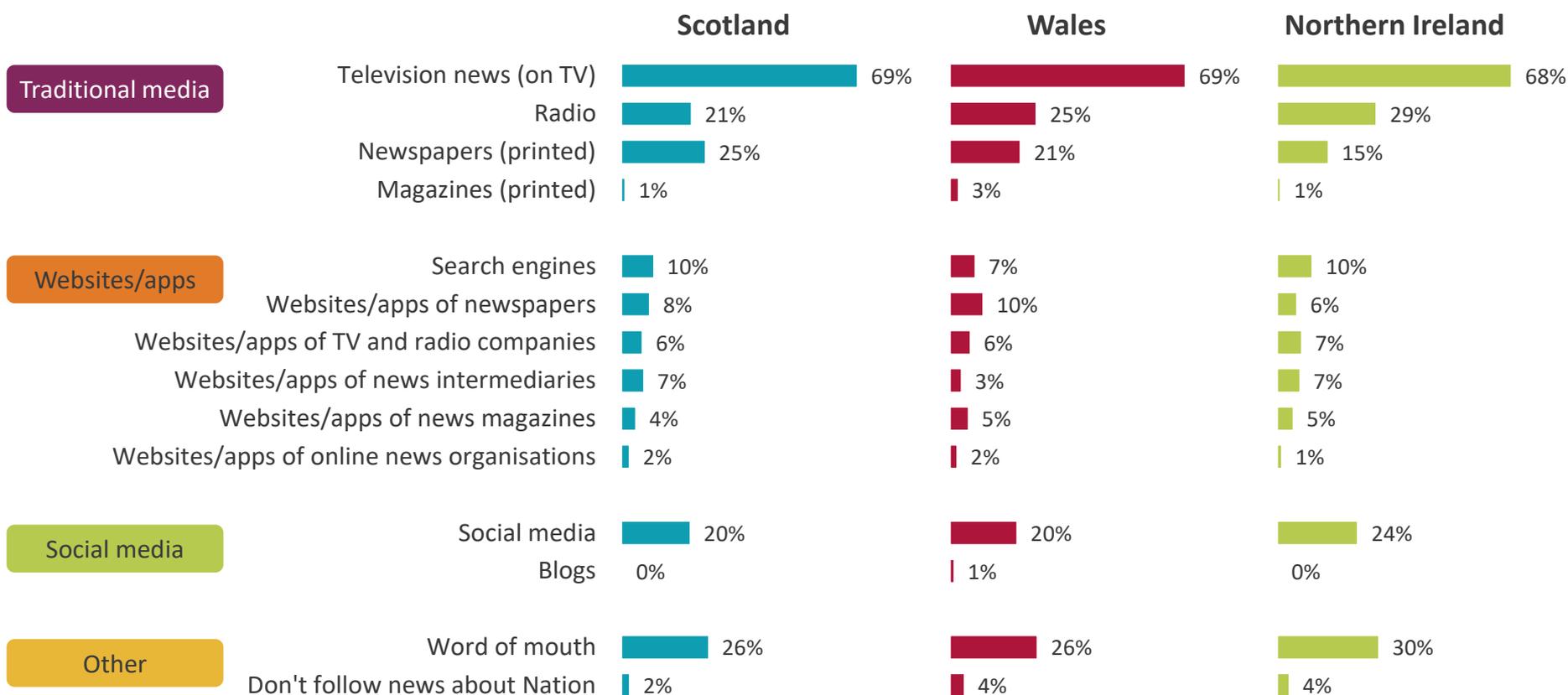
F5. How satisfied are you with the quality of the news about NATION available from xxxx? Base: All using each source – 2018=109 to 970 \*sample size <100

Similar trends are noted across Scotland, Wales and N Ireland. However, newspapers are more prominent in Scotland; radio in N Ireland.

**Figure 15.9**

Platforms used to access news about own nation 2018 – by Nation

*All in Scotland/Wales/N Ireland who follow news*



Source: Ofcom News Consumption Survey 2018

Question: F4. Thinking particularly about your source of news for what is going on in NATION, which of the following do you use?

Base: All adults 16+ who follow news – Scotland=532, Wales=450, N Ireland=389

The most popular news source across all platforms is BBC One in England, Scotland and Wales and UTV in Northern Ireland. Facebook is the third most popular channel in each nation.

### Figure 15.10

#### Sources used to access news about own nation - 2018

All adults 16+ using TV/Newspapers/Radio/Internet/Magazine for news

England		Scotland		Wales		Northern Ireland	
BBC One	43%	BBC One	47%	BBC One	53%	UTV	57%
ITV	23%	STV	44%	ITV WALES	34%	BBC One	40%
Facebook	13%	Facebook	15%	Facebook	16%	Facebook	20%
BBC website/app	7%	The Daily Record	9%	BBC website/app	9%	BBC Radio Ulster	12%
BBC local/regional radio station	6%	BBC website/app	6%	BBC Radio Wales/Cymru	8%	Cool FM	10%
BBC News Channel	5%	Local commercial radio station	6%	Local daily newspaper	6%	The Belfast Telegraph	6%
Local daily newspaper	4%	BBC Radio Scotland	6%	Heart FM	5%	BBC website/app	6%
Twitter	3%	Sky News Channel	6%	Any Wales based news site/app	4%	RTE Channels/TV3/TG4	6%
Google (search engine)	3%	The Sun	5%	S4C	4%	Twitter	5%
Local newspaper websites/app	3%	Twitter	4%	Twitter	3%	BBC Radio 1	4%
Sky News Channel	3%	Channel 4	4%	Capital radio	3%	BBC News Channel	4%
		The Sunday Mail	3%	The Western Mail	3%	Sky News Channel	4%
		BBC News Channel	3%	Sky News Channel	3%	WhatsApp	3%
		The Sunday Herald	3%	Local paid weekly newspaper	3%	The Irish News	3%
		BBC Radio 1	3%	Local newspaper websites/app	3%	Google (search engine)	3%
		The Press and Journal	3%			Instagram	3%
Don't follow Nation news	11%	Don't follow Nation news	2%	Don't follow Nation news	3%	Don't follow Nation news	2%

Source: Ofcom News Consumption Survey 2018

Question: F6. From which of the following sources do you get news about what is going on in your NATION nowadays?

Base: All adults 16+ using TV/Newspapers/Radio/Internet/Magazine for news - England=3115, Scotland=524, Wales=448, Northern Ireland=377

Only sources with an incidence of 3%+ in each Nation are shown

# Section 16

## Current affairs

## Summary – current affairs

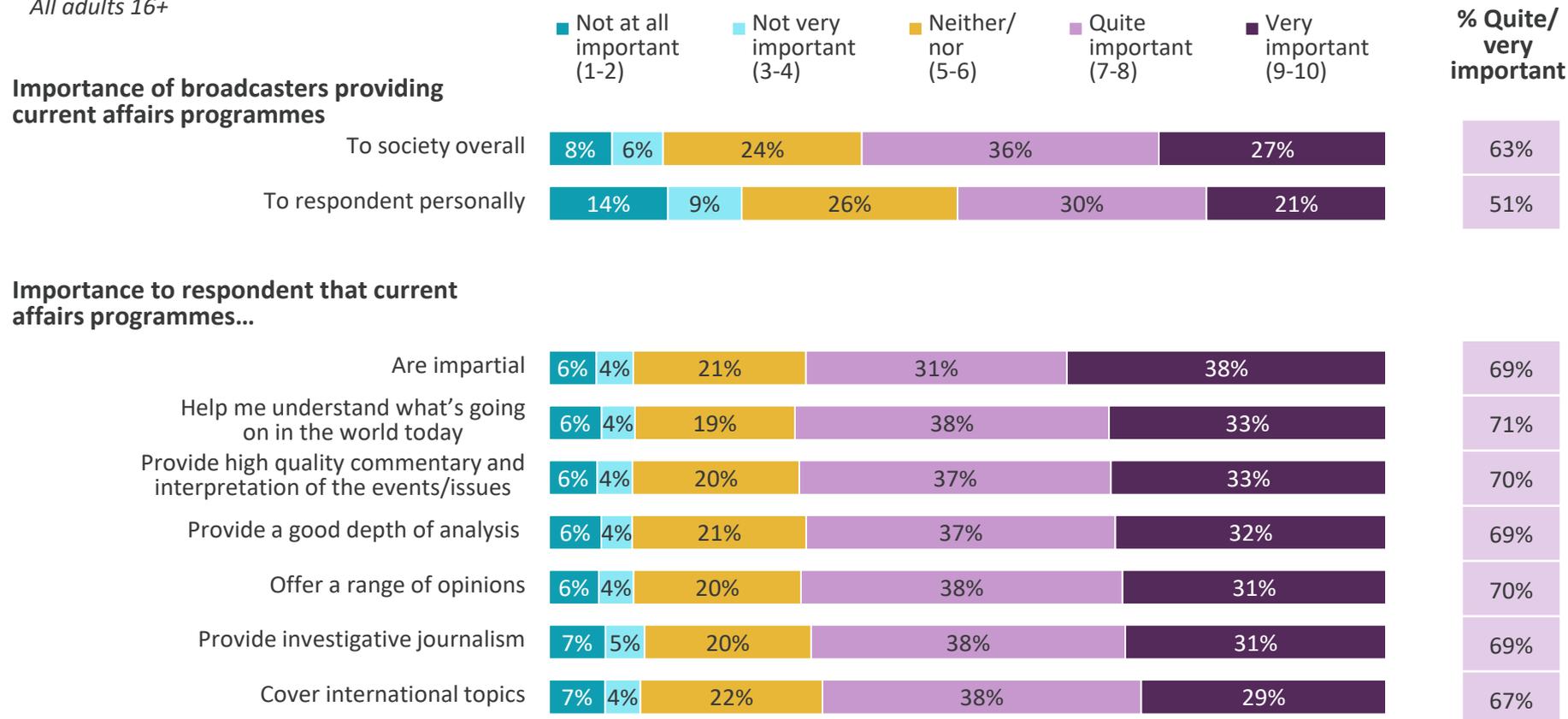
- UK adults are more likely to feel it is important ‘to society overall’ that broadcasters provide current affairs programmes
  - Two thirds of adults (63%) feel it is important ‘to society overall’
  - Half (51%) feel it is important ‘to them personally’
- Two thirds of adults (66%) claim to watch current affairs programmes on TV, with one in five (18%) listening to current affairs programmes on the radio
  - Three quarters (72%) of those watching do so on BBC One
  - Two fifths (40%) of those listening do so on BBC Radio 4

Two thirds of UK adults feel it is important 'to society overall' that broadcasters provide current affairs programmes, whereas only half feel it is important 'to them personally'.

**Figure 16.1**

**Attitudes to current affairs programmes - 2018**

All adults 16+



Source: Ofcom News Consumption Survey 2018

Question: H1/H2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for [you personally / society overall] is it that broadcasters provide current affairs programmes? H3. How important for you personally is it that current affairs programmes...

Base: All adults 16+ - 2018=4618

# Two thirds of adults watch current affairs programmes on TV, with three quarters of these doing so on BBC One.

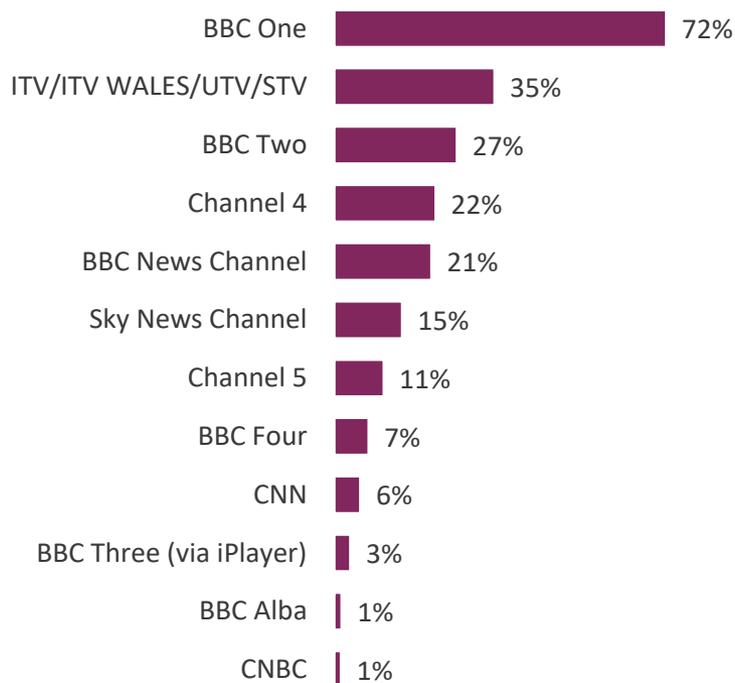
**Figure 16.2**

Platforms/sources used to access current affairs programmes - 2018

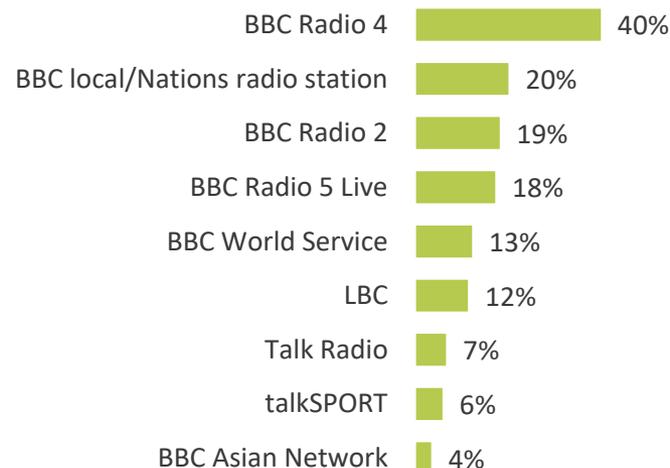
All adults 16+



**66%** of adults watch current affairs programmes on **TV**, via...



**18%** of adults listen to current affairs programmes on the **radio**, via...



**29%** of adults don't watch or listen to current affairs programmes

Source: Ofcom News Consumption Survey 2018

Question: H4. Which of the following do you use to watch or listen to current affairs programmes nowadays? Base: All adults 16+ - 2018=4618

H5. Thinking specifically about television, which of the following do you use to watch current affairs programmes nowadays? Base: All watching current affairs programmes on TV=3028

H6. Thinking specifically about radio stations, which of the following do you use to listen to current affairs programmes nowadays? Base: All listening to current affairs programmes on radio=817

With the exception of channel 5, all sources score relatively well across the various attributes.

### Figure 16.3

#### Attributes of sources used for current affairs programmes - 2018

% of users rating each source highly (7-10)

	BBC TV	ITV	Channel 4	Sky	Channel 5	BBC Radio	LBC
Covers international topics	85%	84%	86%	87%	76%	84%	84%
Provides high quality commentary and interpretation of the events/issues	84%	83%	85%	86%	79%	83%	85%
Helps me understand what's going on in the world today	84%	83%	85%	85%	79%	85%	89%
Provides a good depth of analysis	83%	82%	86%	85%	74%	84%	84%
Provides investigative journalism	83%	83%	87%	85%	81%	80%	80%
Offers a range of opinions	78%	81%	83%	79%	76%	82%	87%
Is impartial	72%	76%	80%	77%	78%	74%	75%

80%+  
70-79%  
60-69%

Source: Ofcom News Consumption Survey 2018

Question: H7. To what extent do you think the following statements apply to <BRAND> as a current affairs source? Answer using a scale of 1 to 10

Base: All using each source for current affairs programmes 2018 – BBC TV=2540, ITV=1156, Channel 4=674, Sky=449, Channel 5=319, BBC Radio=646, LBC=99

NOTE: colour differences in the table are to show different ranges of scores. The results have not been tested for statistical significance.

## Section 17

# How children aged 12-15 consume news

## Summary – how 12-15s consume news

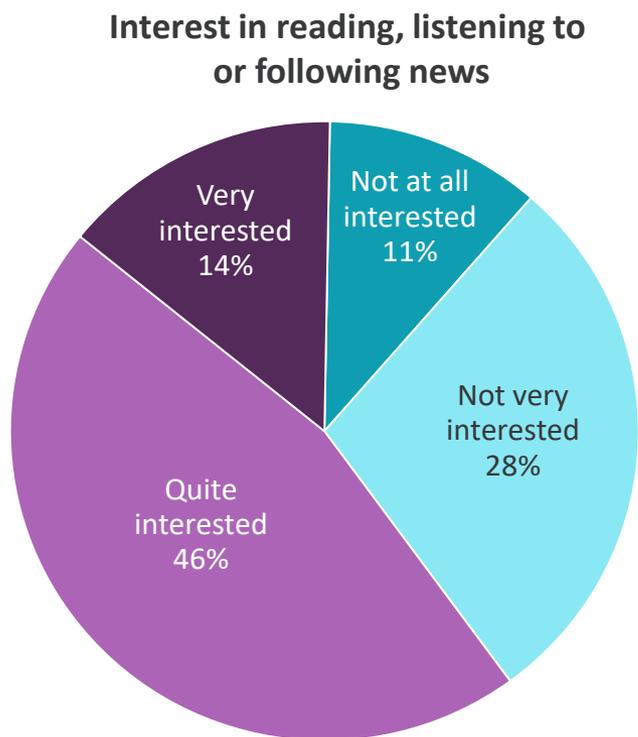
- Three in five 12-15 year olds claim to be interested in the news.
- Three quarters (77%) claim to consume news on a weekly basis, with three fifths (62%) actively looking for news.
- TV is the most popular platform for following the news (68%), followed by talking to family (64%), then social media and talking to friends (both 56%).
  - Social media is used most often for celebrity, music and fashion news.
  - TV is used most often for all other types of news content.
- The most popular news source across platforms is BBC One/Two (45%), followed by Facebook (34%), then ITV (30%) and YouTube (27%).
- Across all platforms, an average of 3.7 individual sources are used for news.
  - On average, social media news users say they have the most individual sources (2.6).
- More than half claim to access news via social media.
  - They are most likely to access news via comments, links to news and trending news.
- 12-15 year olds are most likely to find out about TV sources and the BBC website/app from parent(s), and find out about social media sources from friends
- Family, radio and TV are perceived to be the most truthful sources.
  - Only one in three think news stories on social media are reported truthfully (34%)
  - Just over one in three normally think about whether a news story on social media is actually true (36%).
- Three quarters claim to have heard about ‘fake news’ (78%) and say they’re aware of its meaning (74%). Two in five claim to have seen a ‘fake news’ story.

Three in five 12-15s claim to be interested in the news. The main reason for a lack of interest is that it is 'boring'.

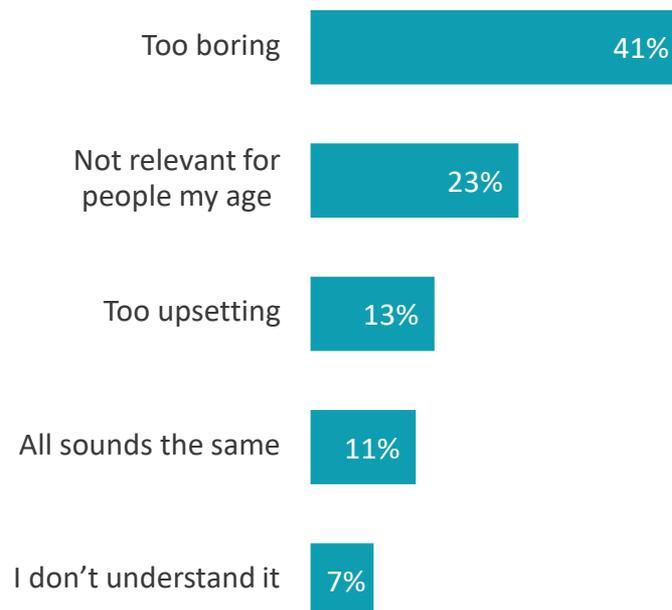
**Figure 17.1**

Overall interest in following the news

All kids aged 12-15



**39% are not interested in following the news, because it's...**



Source: Ofcom Kids News Consumption Survey 2018

Question: B1. How interested are you in reading, watching, listening to or following news? Base: All kids aged 12-15 – 2018=1001

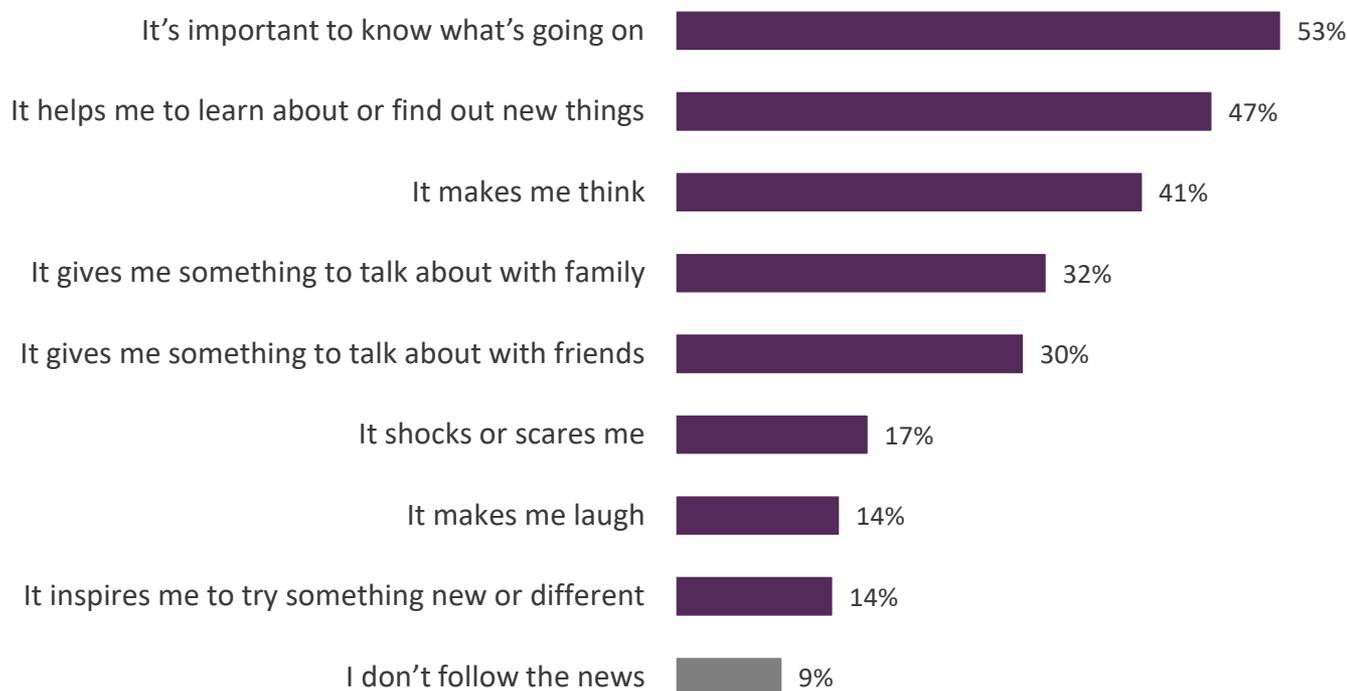
Question: B2. Why are you not interested in reading, watching, listening to or following news? Base: All not interested in following news – 2018=395

Main reasons for being interested in the news are ‘it’s important to know what’s going on’, followed by ‘it helps me learn about new things’.

## Figure 17.2

### Reasons for following the news

All kids aged 12-15



Source: Ofcom Kids News Consumption Survey 2018

Question: F1. Here are some reasons that young people might have for reading, watching, listening to or following news. Which of these apply to you?

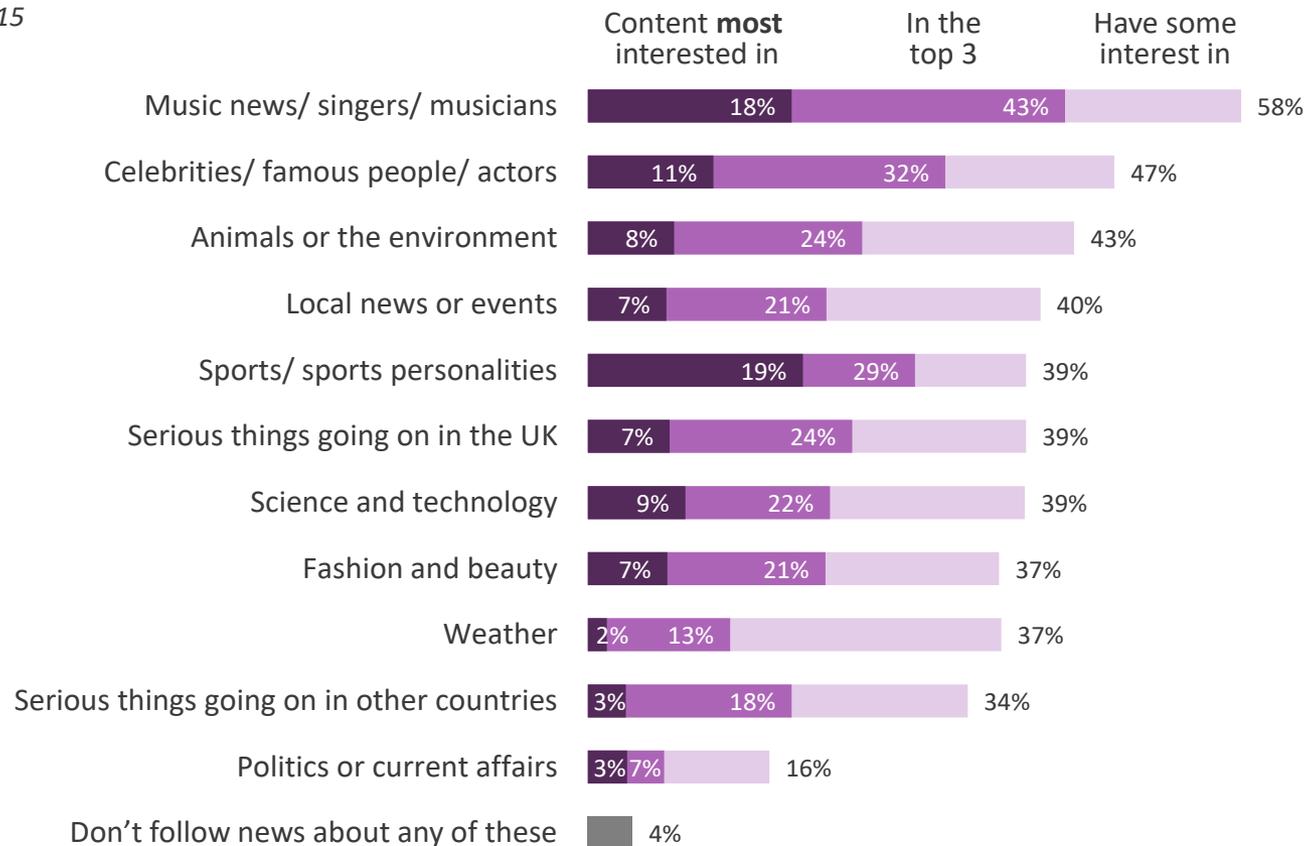
Base: All kids aged 12-15 – 2018=1001

In particular, 12-15 year olds are interested in music and celebrity news. One in five are most interested in sport/sports personalities.

**Figure 17.3**

Interest in different types of news content

All kids aged 12-15



Source: Ofcom Kids News Consumption Survey 2018

Question: B3. Here are some different types of news. Which, if any, of these are you interested in? B4. Which of these types of news are you most interested in?

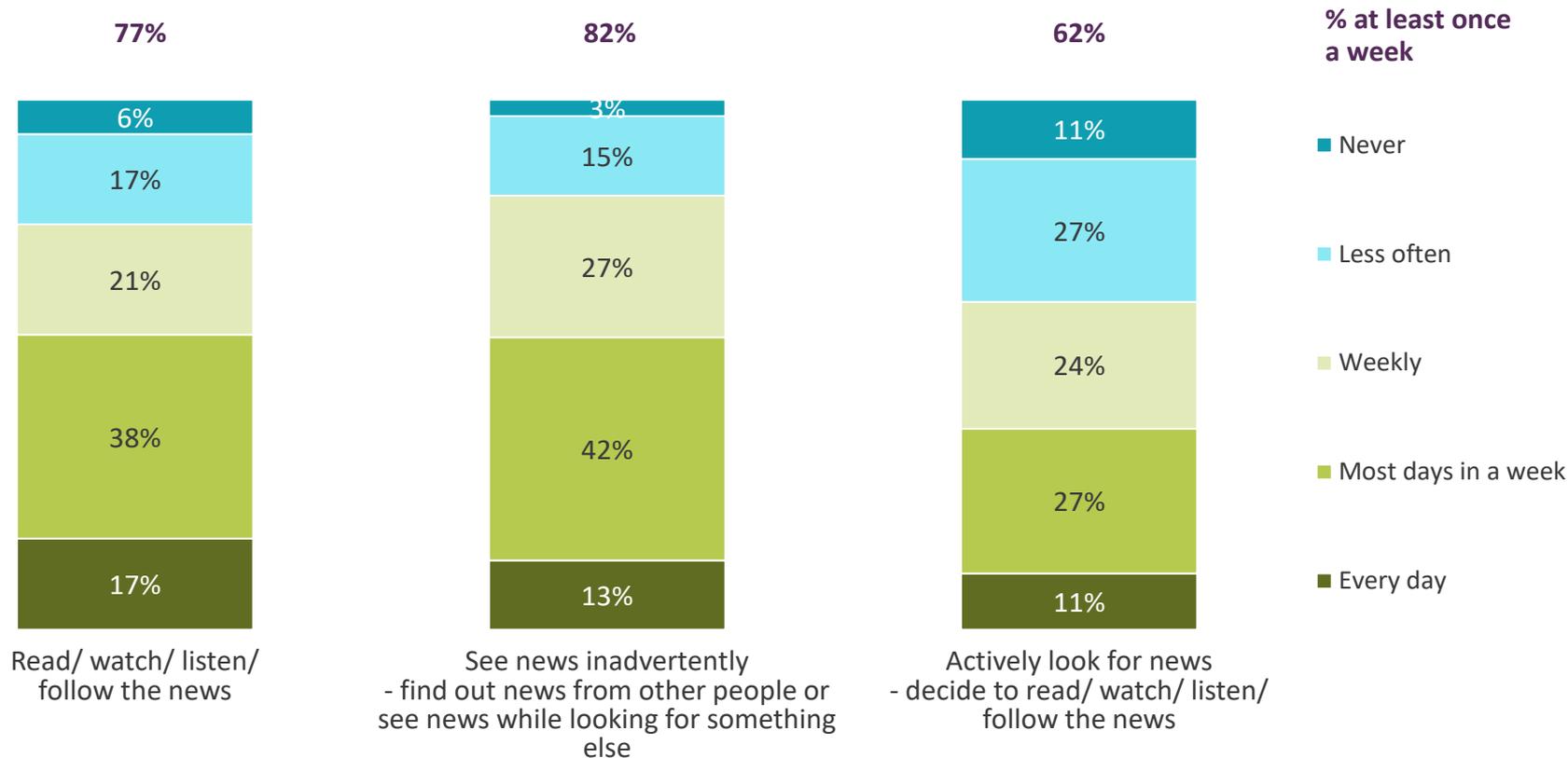
Base: All kids aged 12-15 – 2018=1001

Three quarters claim to consume news on a weekly basis. An additional 5% say they don't consume news, but are inadvertently exposed to it. Three fifths look for news.

**Figure 17.4**

Frequency of following the news

All kids aged 12-15



Source: Ofcom Kids News Consumption Survey 2018

Question: B5. How often do you read, watch, listen to or follow the news? Base: All kids aged 12-15 – 2018=1001

B6. Sometimes people find out about the news because others are watching, listening to or talking about it. On other occasions they may see a news story online, when they're looking for something else. How often, if at all, do you come across the news like this?

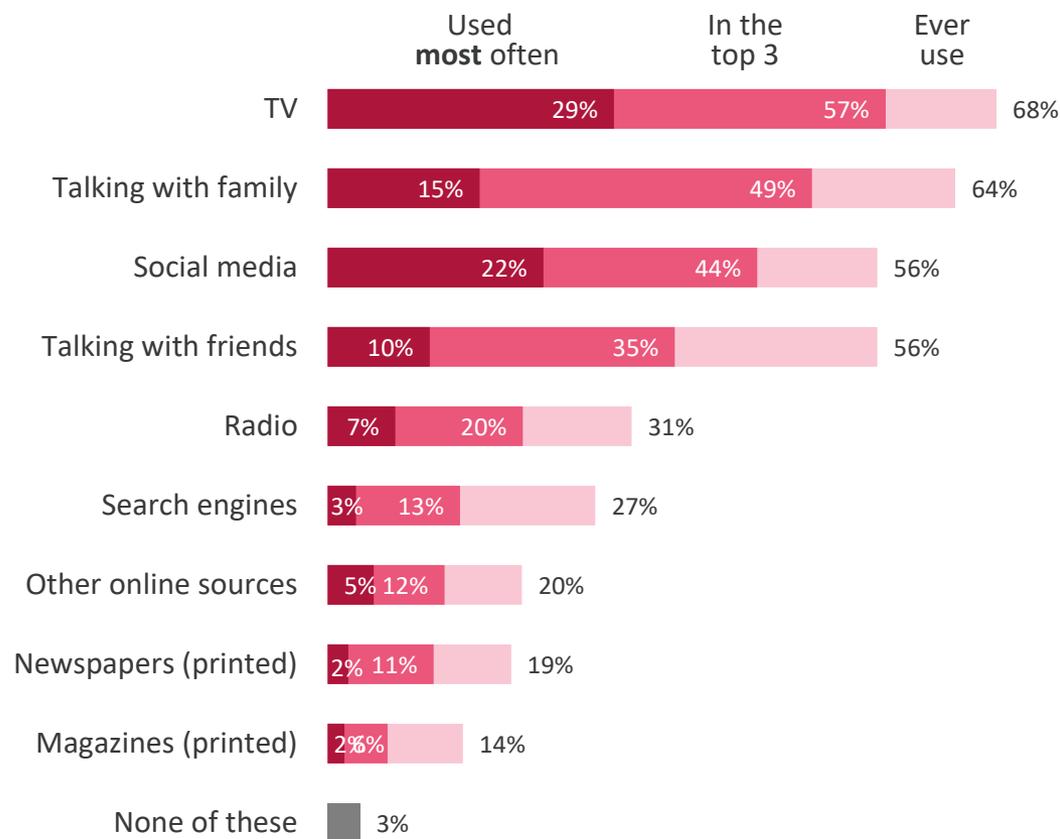
B7. Sometimes people actively look for news. For example, they decide to watch it on TV, listen to it on the radio or read it in the paper. On other occasions, they may go online to look for news, sign up to news alerts or read news updates on social media. How often, if at all do, you actively read, watch, listen to or follow the news like this?

TV is the most popular way to follow the news, followed by talking to family, then social media and talking to friends.

## Figure 17.5

All platforms used for news nowadays

All kids aged 12-15



Source: Ofcom Kids News Consumption Survey 2018

Question: C1. Here is a list of different ways you can find out about or get updates on news stories. Which of these ways do you ever use?

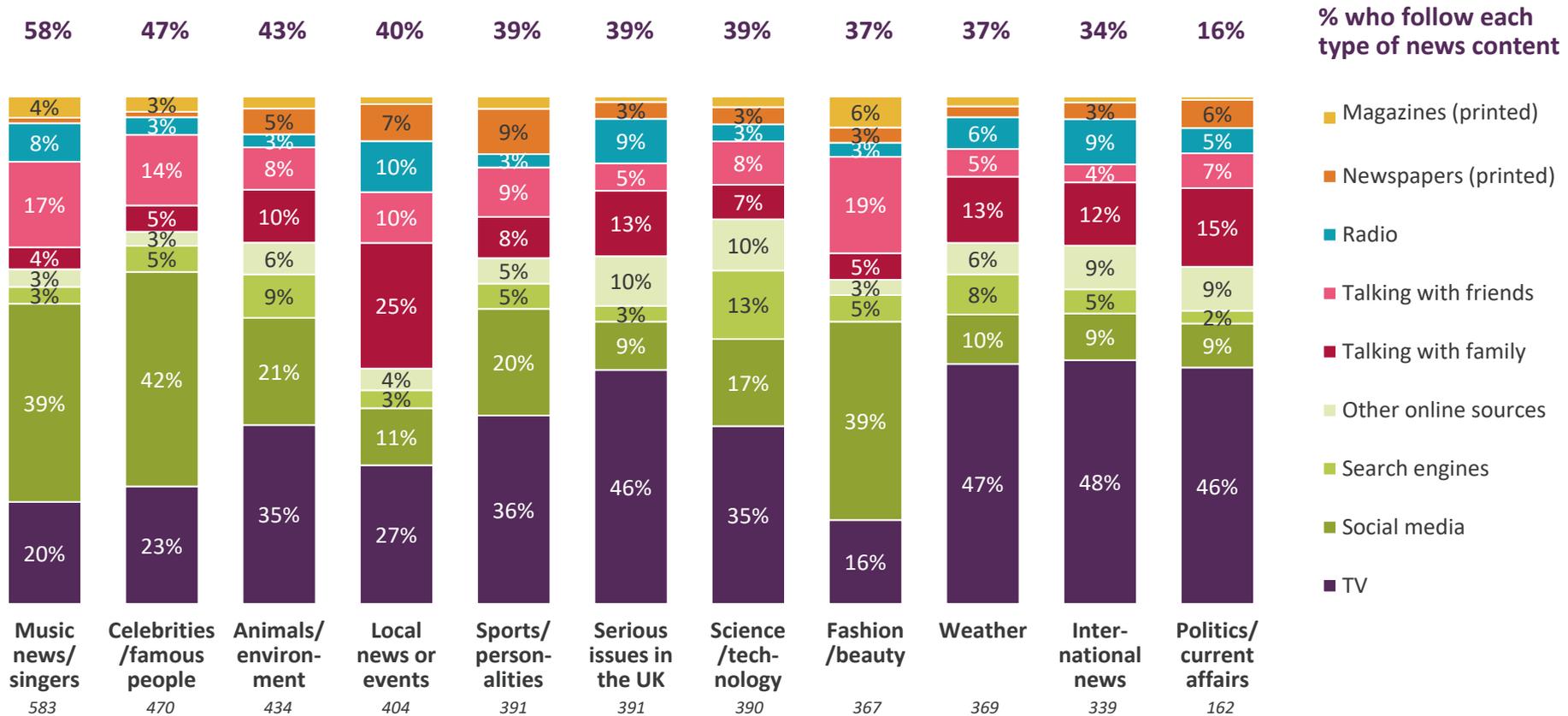
C2. And which of these ways do you use the most to get updates on news stories?

Base: All kids aged 12-15 – 2018=1001

Social media is used most often for celebrity, music and fashion news. TV is used most often for all other types of news content.

**Figure 17.6**

Platforms/method used most often for different types of news content  
*All kids aged 12-15 who follow each type of news content*



Source: Ofcom Kids News Consumption Survey 2018

Question: C3. Where do you tend to go most often for the following types of news stories?

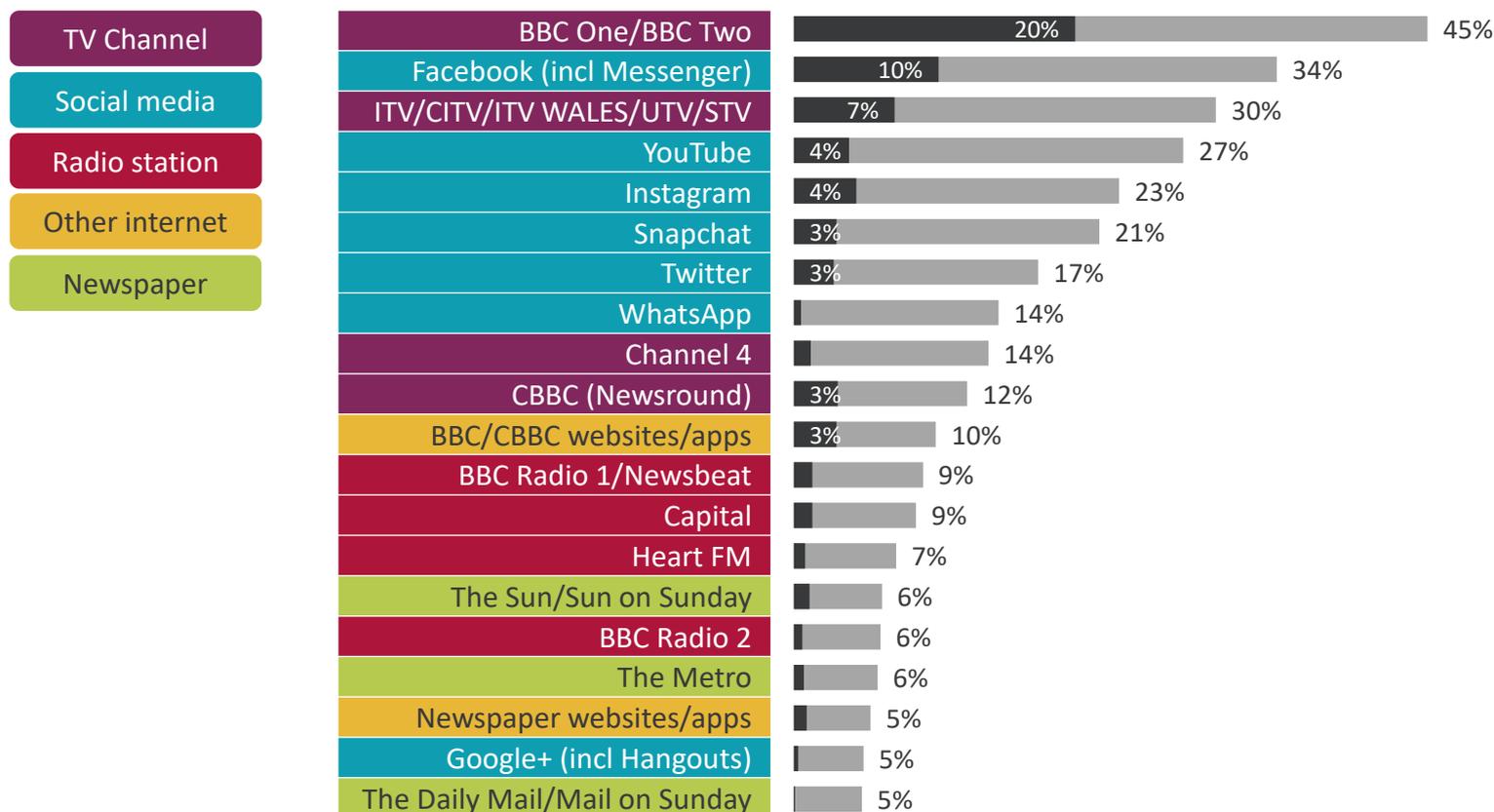
Base: All kids aged 12-15 who follow each type of news content (bases shown above)

The most popular news source across all platforms is BBC One/Two, followed by Facebook, then ITV and YouTube.

**Figure 17.7**

**Top 20 news sources**

All kids aged 12-15



Source: Ofcom Kids News Consumption Survey 2018

Question: D1. Which, if any, of the following do you use to read, watch, listen to or follow news stories?

E1a. Here is a list of all the news sources that you say you use. Which ONE of these is the most important news source to you?

Base: All kids aged 12-15 – 2018=1001

TV: BBC One/Two are the most used channels.  
Social media: Facebook is most commonly used, followed by YouTube, Instagram and Snapchat.

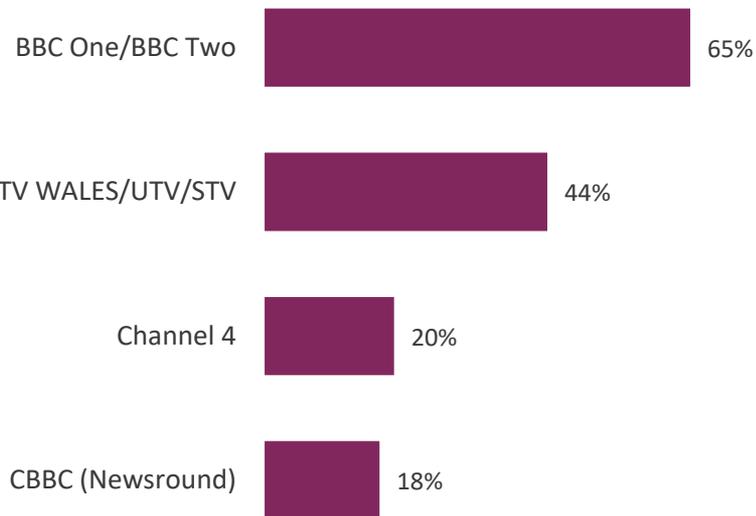
**Figure 17.8**

TV and social media sources used for news nowadays

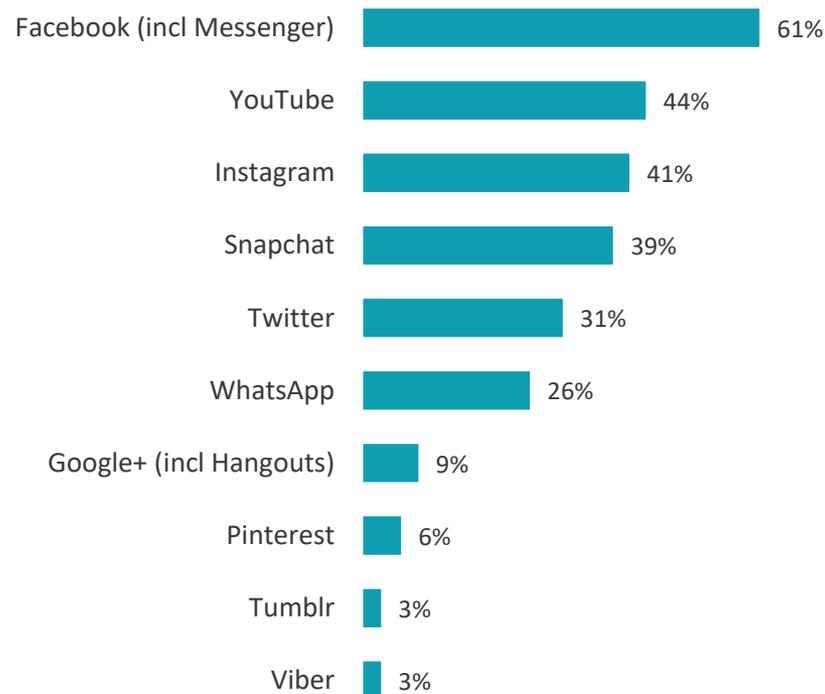
All kids aged 12-15



**68%** follow news on TV. Of these, the main channels watched are...



**56%** follow news via social media. Of these, the main sites used are...



Source: Ofcom Kids News Consumption Survey 2018

Question: C1. Here is a list of different ways you can find out about or get updates on news stories. Which of these ways do you ever use?

Base: All kids aged 12-15 – 2018=1001

Question: D1. Which, if any, of the following do you use to read, watch, listen to or follow news stories?

Base: All kids aged 12-15 using each platform – TV=682, Social media=556

Radio: BBC Radio 1 and Capital are the top 2 sources.  
Internet: BBC/CBBC website/apps are used by half.  
Newspapers: The Sun/Sun on Sunday and Metro are used the most.

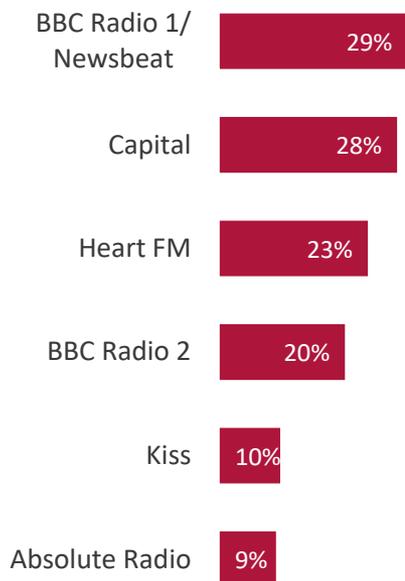
## Figure 17.9

Other sources used for news nowadays

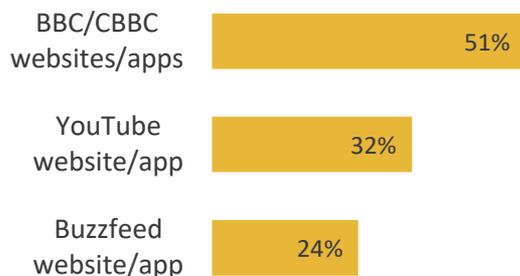
All kids aged 12-15



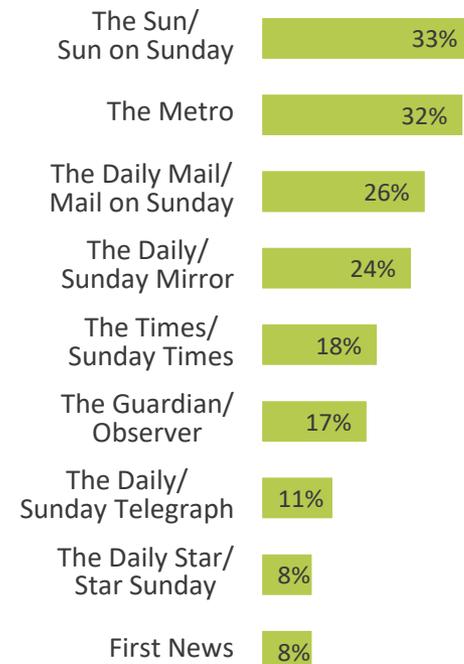
**31%** follow news on the radio.  
Of these, the main stations listened to are...



**20%** follow news through other internet sources. Of these, the main sites used are...



**19%** follow news in newspapers. Of these, the main papers read are...



Source: Ofcom Kids News Consumption Survey 2018

Question: C1. Here is a list of different ways you can find out about or get updates on news stories. Which of these ways do you ever use?

Base: All kids aged 12-15 – 2018=1001

Question: D1. Which, if any, of the following do you use to read, watch, listen to or follow news stories?

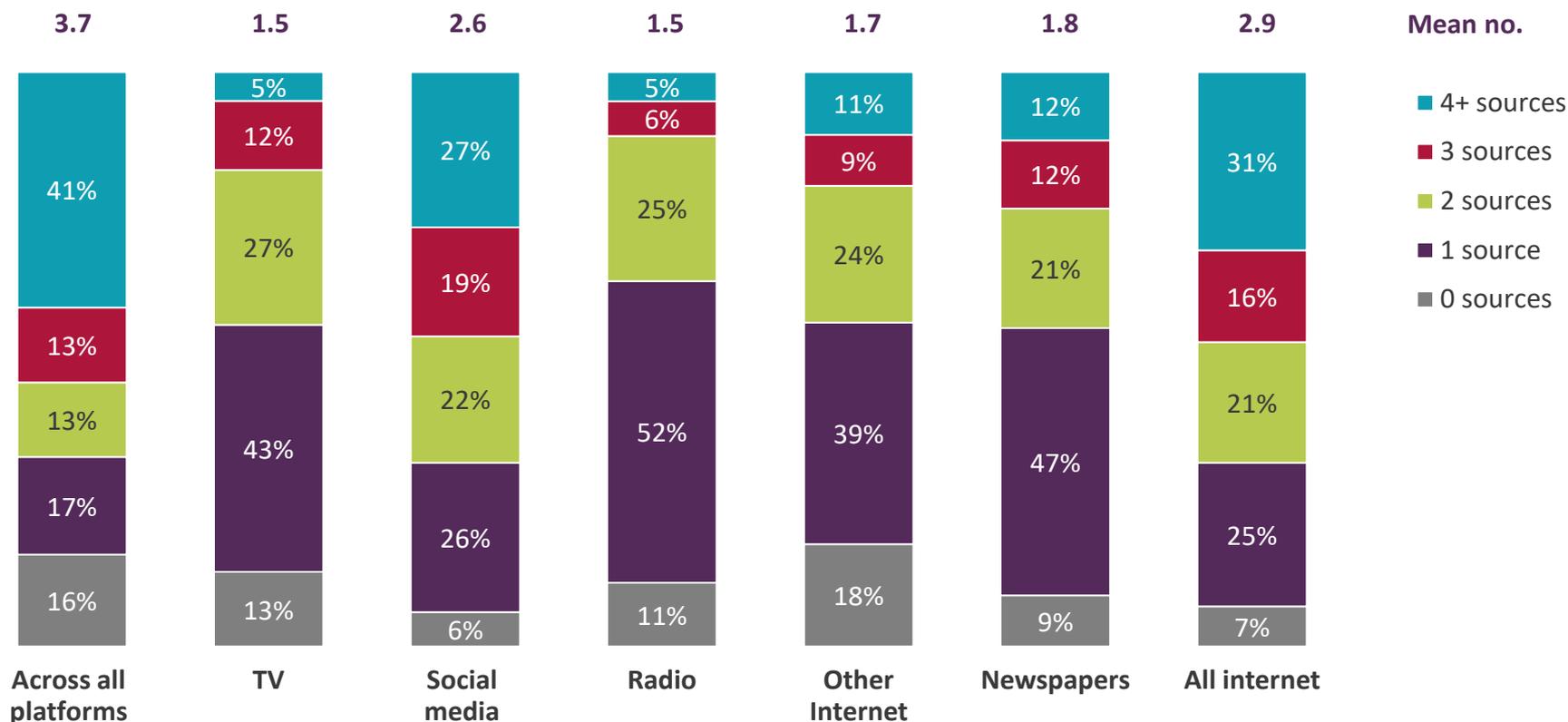
Base: All kids aged 12-15 using each platform – Radio=310, Other internet=198, Newspapers=187

Across all platforms, an average of 3.7 individual sources are used for news. On average, social media news users have the most individual sources (2.6).

**Figure 17.10**

Number of individual sources named - by platform

*All kids aged 12-15 using each platform for news*



Source: Ofcom Kids News Consumption Survey 2018

Question: D1. Which, if any, of the following do you use to read, watch, listen to or follow news stories?

Base: All using each platform for news 2018 – All platforms=1001, TV=682, Social media=556, Radio=310, Other internet=198, Newspapers=187, All internet (Any users of Social media and/or Other Internet) = 613

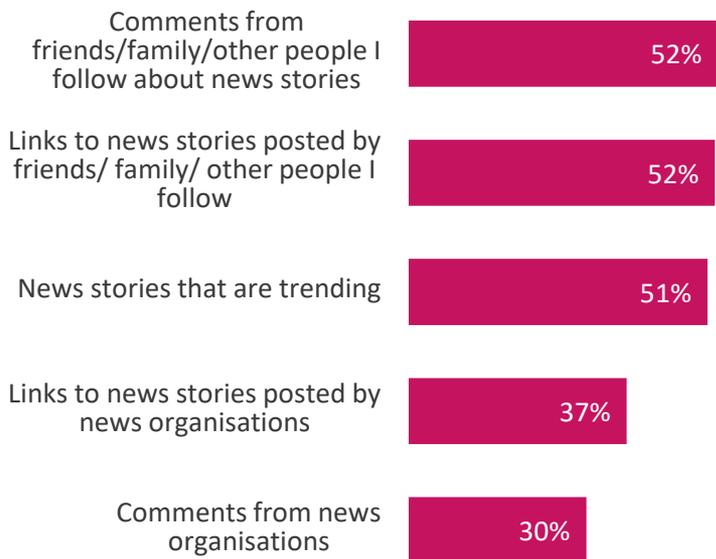
Note: Some respondents did not name specific sources within a platform so appear as having zero sources

More than half claim to access news via social media. They are most likely to access news via comments, links to news stories and trending news. The most popular actions include clicking on stories and looking at comments.

**Figure 17.11**

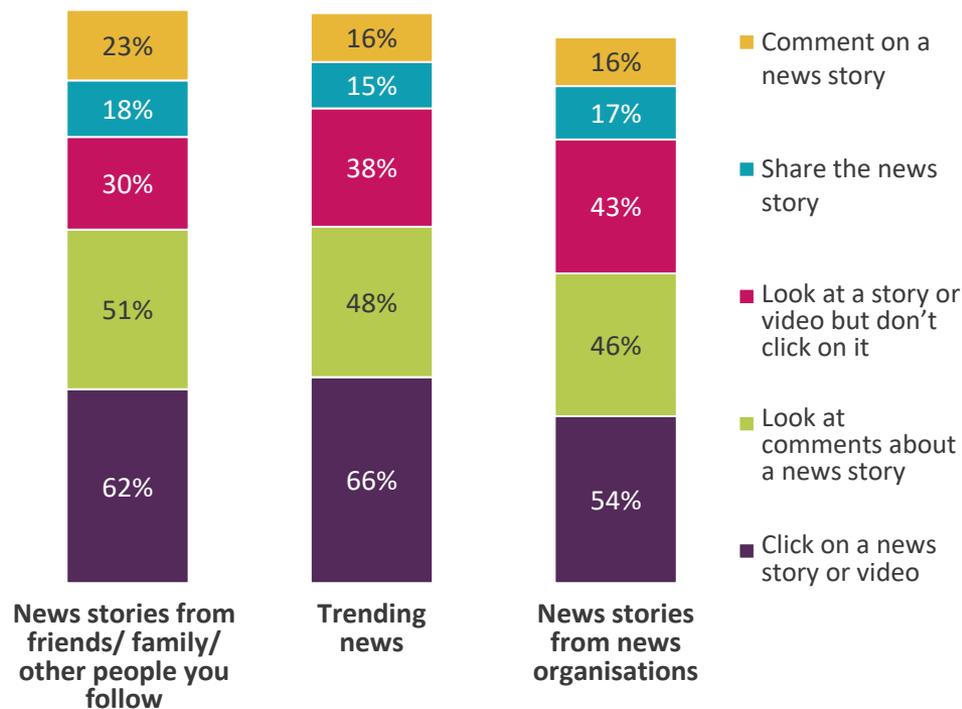
**How news is accessed via social media**

*All kids aged 12-15 using any social media to follow news*



**Actions normally taken when accessing news on SM**

*All accessing news from each source on social media*



Source: Ofcom Kids News Consumption Survey 2018

Question: C7. Which, if any, of the following do you read or see on the social media sites or apps you use most often?

Base: All using social media to follow news – 2018=556

C8. Which, if any, of the following do you do when you read or see XXXX on social media sites or apps?

Base: All accessing news from each source via social media – News stories from friends/family/other people=409, Trending news=281, News organisations=274

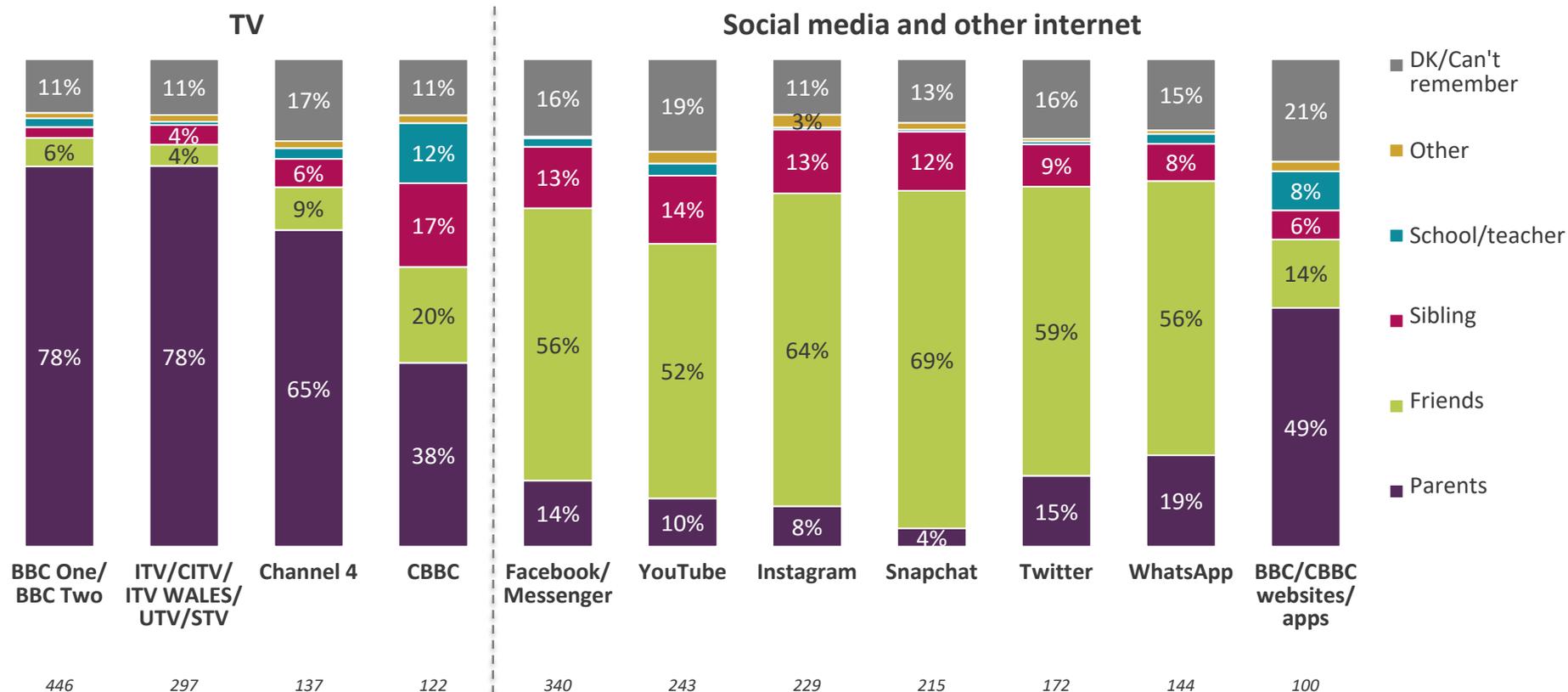
Note: Columns do not sum to 100% (this was a multi-code question)

When asked how they found out about particular news sources, parent(s) were most likely to be cited for TV sources and the BBC website/app and friends for social media sources.

**Figure 17.12**

**Initial introduction to news sources**

All kids aged 12-15 using each source for news



Source: Ofcom Kids News Consumption Survey 2018

Question: D3. How did you first find out about SOURCE as a source of news?

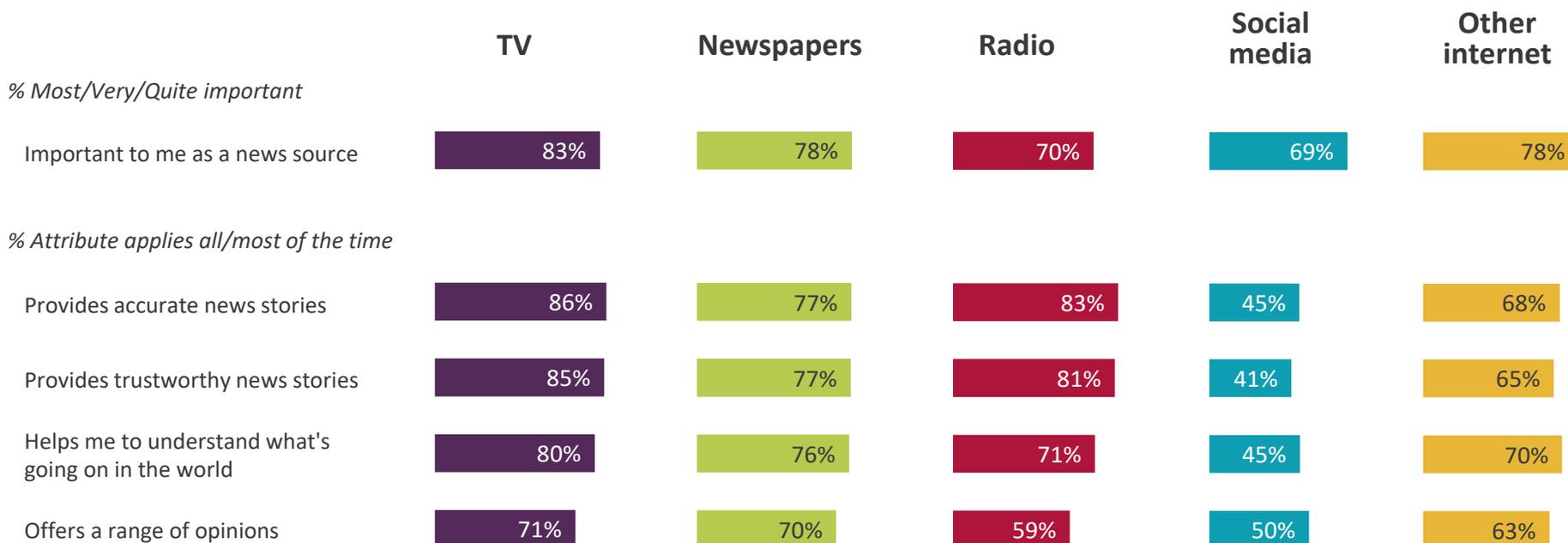
Base: All kids aged 12-15 who use each source for news (bases shown above, only sources used by 100+ respondents included)

Users of TV give the strongest ratings across all of the attributes asked about. Social media users give relatively poor scores.

**Figure 17.13**

**Attributes of news platforms**

*% of ratings from kids aged 12-15 using each platform for news, who rate it highly*



Source: Ofcom Kids News Consumption Survey 2018

Question: E2. You will now see all of the other news sources that you use. I would like you to tell me how important each one is to you.

E3. You will now see a list of statements. I would like you to tell me how often each of these statement applies to each of the different news sources

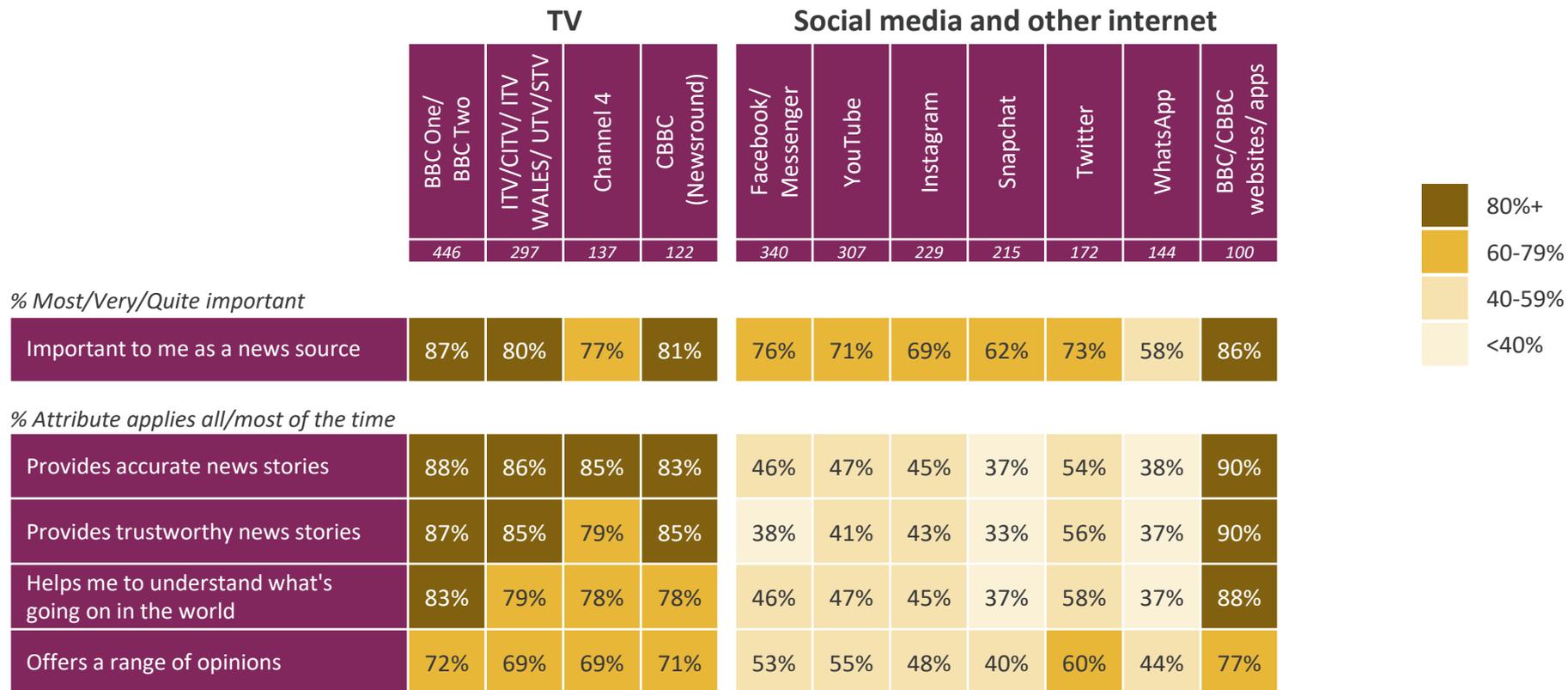
Base: All ratings by kids aged 12-15 who use each platform for news – TV=1042, Newspapers=341, Radio=454, Social media=1463, Other internet=330

BBC One/Two, ITV, CBBC (Newsround) viewers and the BBC/CBBC website/app users tend to give the best scores.

**Figure 17.14**

Attributes of news sources

% of kids aged 12-15 using each source for news, who rate it highly



Source: Ofcom Kids News Consumption Survey 2018

Question: E2. You will now see all of the other news sources that you use. I would like you to tell me how important each one is to you

E3. You will now see a list of statements. I would like you to tell me how often each of these statement applies to each of the different news sources

Base: All kids aged 12-15 who use each source for news (bases shown above, only sources used by 100+ respondents included)

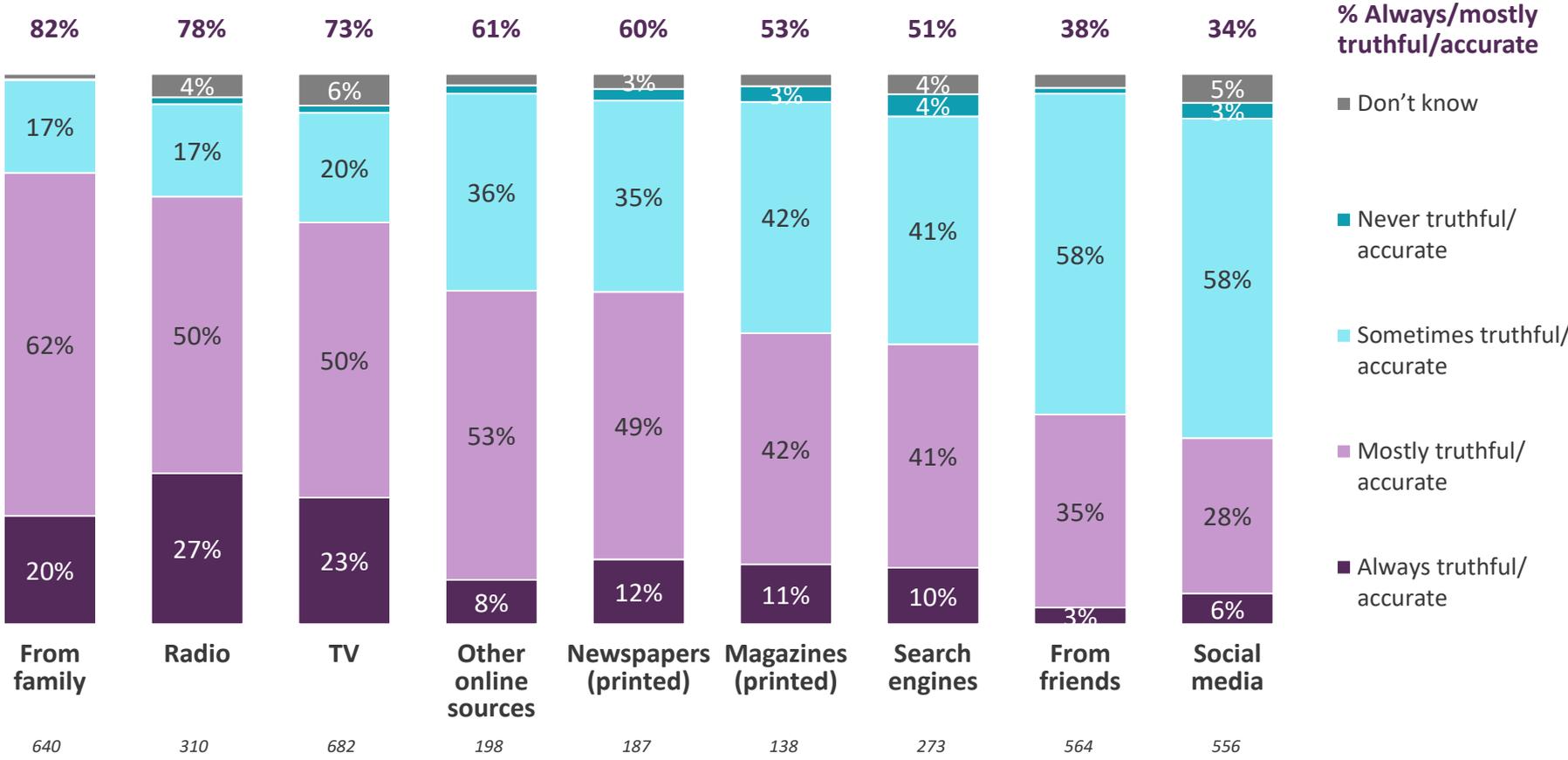
NOTE: colour differences in the table are to show different ranges of scores. The results have not been tested for statistical significance.

Family, Radio and TV are perceived to be the most truthful news sources, while social media and friends are seen as least truthful.

**Figure 17.15**

Perceived accuracy of news stories from each platform

All kids aged 12-15 who use each platform for news



Source: Ofcom Kids News Consumption Survey 2018

Question: C4. Which one of these answers best describes the news that you read or see?

C5/6. When you hear about news stories from your [friends / family], how likely do you think the stories are to be accurate?

Base: All kids aged 12-15 who use each platform for news (bases shown above)

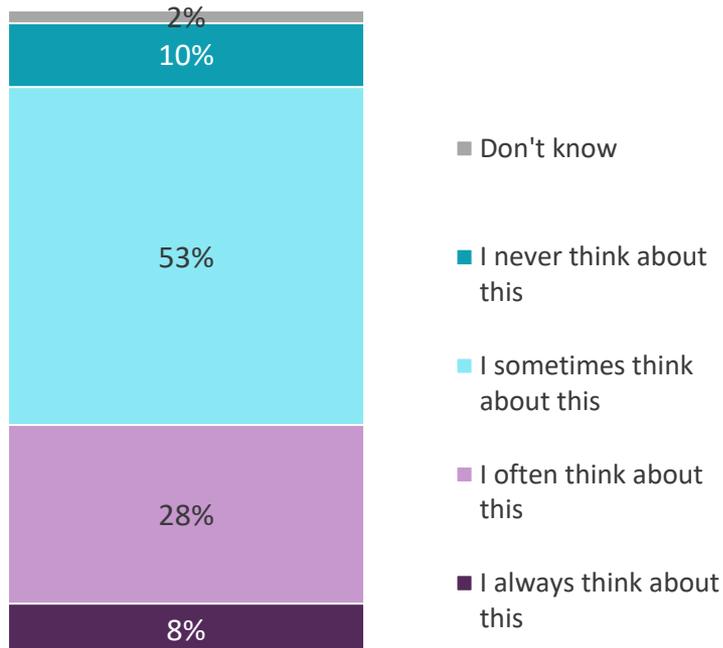
The majority of children (53%) who use social media for news only think about whether news stories on social media are reported truthfully 'sometimes', while half (49%) said it was difficult to tell whether news on social media is accurate.

## Figure 17.16

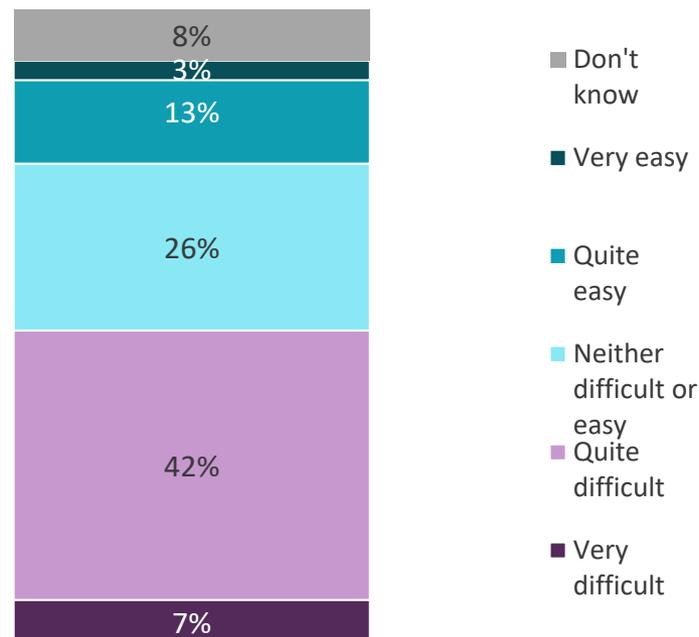
### Accuracy of news stories accessed via social media

All kids aged 12-15 who use social media for news

#### How often children think about whether a news story on social media is accurate



#### How easy it is to tell whether a news story on social media is accurate



- Don't know
- Very easy
- Quite easy
- Neither difficult or easy
- Quite difficult
- Very difficult

Source: Ofcom Kids News Consumption Survey 2018

Question: C9a. When you read or see a news story on social media sites or apps, how often, if at all do you think about whether the story is actually true? C10. How easy or difficult is it to tell whether a news story on social media is true?

Base: All using social media to follow news – 2018=556

Social media news users aged 12-15 were asked what they would do if they wanted to check a news story they had seen on social media. The most popular action was the check whether the same story appears anywhere else.

**Figure 17.16**

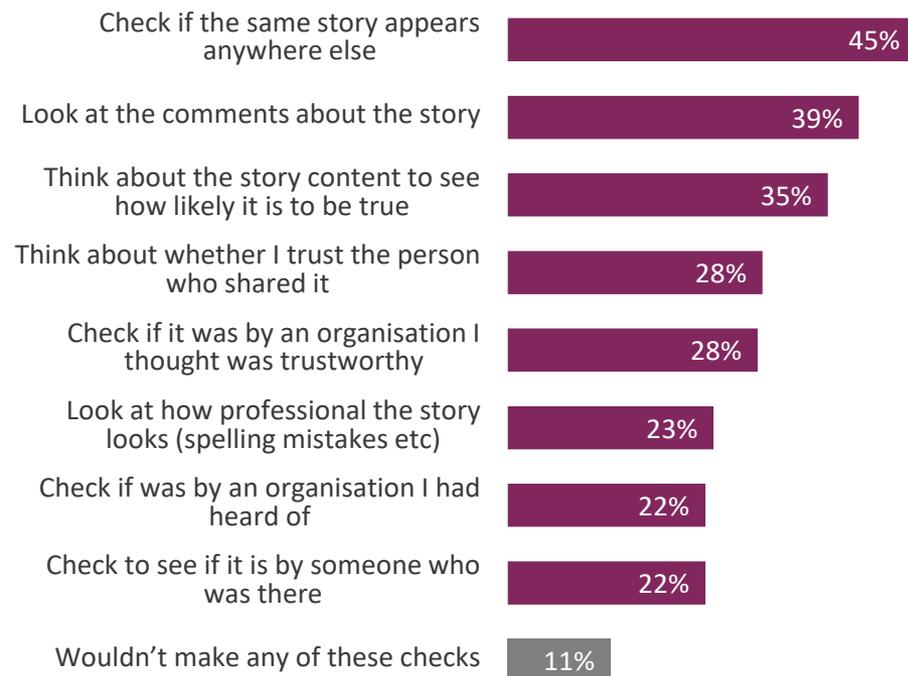
Accuracy of news stories accessed via social media

All kids aged 12-15 who use social media for news

Perceptions of news stories on social media



Actions might take to check authenticity of an SM news story



Source: Ofcom Kids News Consumption Survey 2018

Question: C4. Which one of these answers best describes the news that you read or see? C9a. When you read or see a news story on social media sites or apps, how often, if at all do you think about whether the story is actually true? C10. How easy or difficult is it to tell whether a news story on social media is true? C11. When you read or see a news story on social media sites or apps which if any of these things would you ever do if you wanted to check the story?

Base: All using social media to follow news – 2018=556

Three quarters claim to have heard about 'fake news' and say they're aware of its meaning. Two in five claim to have seen a 'fake news' story.

**Figure 17.17**

**Awareness of 'fake news'**

All kids aged 12-15



**78%** have **ever heard** of 'fake news' (22% had not heard of fake news)



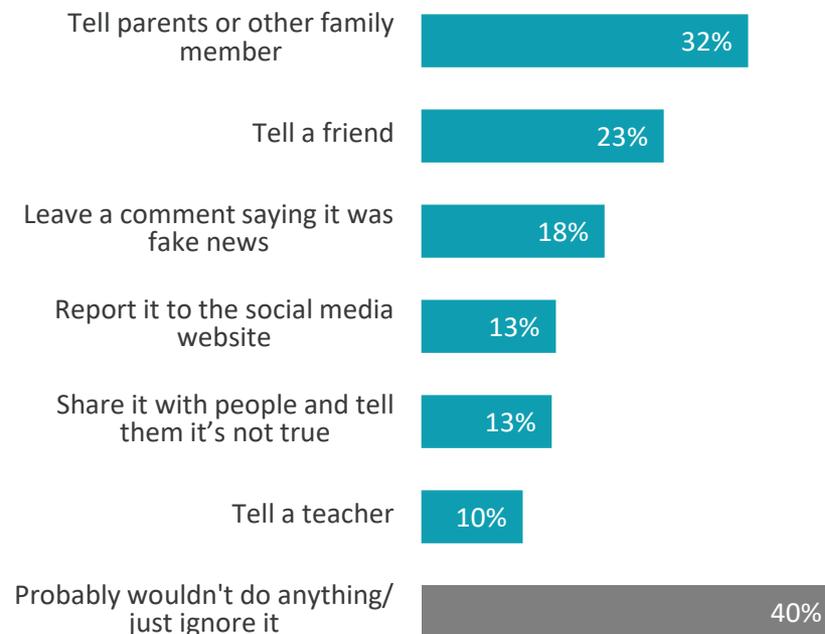
**74%** are **aware of its meaning** as 'false/made up news stories written deliberately to mislead people' (26% were not aware)



**43%** have **seen a news story** online or on social media that they thought was 'fake news' (57% had not seen fake news)

**Actions might take if saw a 'fake news' story online**

All kids aged 12-15 aware of 'fake news'



Source: Ofcom Kids News Consumption Survey 2018

Question: C12. Have you ever heard of "fake news"? C13. Fake news stories are those that are false or made up that can appear on websites or on social media as well as on TV, radio or in newspapers. They are written deliberately to mislead people. Is this what you thought "fake news" was? C14. Have you ever seen anything online or on social media that you thought was a "fake news" story? Base: All kids aged 12-15 – 2018=1001

C15. If you did see a story on social media or online that you thought was "fake news" what, if anything would you do about it? Base: All aware of 'fake news' =785

# Appendix – methodology and respondent profile

# News Consumption Survey methodological note

Because of the changes we have made to the 2018 News Consumption Survey, **it is not possible to make direct comparisons to previous data**. Any differences between 2018 and historic data could be a result of a combination of the changes listed below, as well as actual changes in the way people consume or feel about news. The table below provides further detail on the changes to the 2018 news survey and the reasons why they were made. We feel that the changes we have made will result in more robust data overall.

Change made to the 2018 News Consumption Survey	Reason
A change to the methodology from a face-to-face omnibus to a standalone survey using a mix of face-to-face and online interviews.	To increase the questionnaire length and the sample size in a cost-effective way. A larger sample will mean that the data will therefore be more robust and allow more detailed analysis of sub-groups. A longer questionnaire has allowed us to include further news-related questions. In particular, we can now conduct a more detailed exploration of online news consumption through the addition of questions around people’s use of social media for news. A mixed methodology can also cancel out some of the biases potentially found in pure methodologies.
A change in the sampling periods from one wave of research carried out in the Autumn to two waves of research in November & December and March & April.	This helps reduce the effect of seasonality on results as well as the potential impact from any major news story at the time of fieldwork.
Additional questions.	As mentioned above, we added in questions relating to people’s use of social media. Other changes included added in questions about current affairs and extending the list of attitudinal statements asked for each source. We made these additions in order to ensure that the News Survey remains fit-for-purpose and reflects changes in the news market. Questions were also added with regards to the BBC news purpose, given Ofcom’s additional BBC duties.
Revisions to existing questions.	We have also reviewed all current questions to ensure they remain relevant, fit for purpose and reflect changes in the news market. One of the main changes has been including ‘social media’ as a separate option when we ask respondents which platforms they use for news nowadays. We also made changes to source lists used nowadays for news to better reflect the most popular news sources used.

# News Consumption Survey methodology (1)

- During 2017/18, Ofcom decided to move from a 100% face-to-face omnibus approach to include online interviews.
- The face-to-face respondents were approached to participate by door-to-door interviewers; they then completed the survey using a tablet (CAPI). Online respondents, recruited from an online panel, were invited to complete the same survey separately via email.
- In total, 2,188 face-to-face and 2,430 online interviews were carried out. Nations were over-represented during fieldwork to produce robust sample sizes for analysis.
- Interviews were conducted over two waves (November & December 2017 and March & April 2018) in order to achieve a robust and representative view of UK adults.
  - *Please note that the combined 2017/2018 data has been reported as '2018' within this report.*
- The data has been weighted to correct for the over-representation of the Nations, with weights applied to age, gender and SEG within Nation to match known population profiles. A final weight step was taken to calibrate between the face-to-face and online methodologies.
- The questionnaire was updated during 2017/18, with new sections on International News and Current Affairs. It also included separate questions on 'social media' and 'other internet' news sources. NB: In previous years, the questionnaire only had one question covering 'internet/apps'.
- As a result of the changes to the methodology and question wording, **it is not possible to make direct comparisons to previous data** (see methodology (3) for further information on the changes made to the survey).
- Findings by different demographic groups are shown on the slides, where possible. Statistically significant differences are shown at a 95% confidence level.

## News Consumption Survey methodology (2)

- The survey has approximately 150 codes for different potential sources for news, as well as the option to allow respondents to nominate their own sources which yields a further 700 or so, including regional sources. This gives us a bottom-up measure of what people consider they use for news (about their Nation, the UK, and internationally) and will not necessarily include every possible outlet. The survey therefore provides a granular range of news sources. These individual news sources are then aggregated into various groups or “nets” relating to their owner or publisher.
- This is a recall-based survey. As such, it is likely to provide somewhat different results to other types of measurement. In particular, it may underestimate some online news consumption activity. It is likely to be harder for respondents to recall ad-hoc online news consumption compared to, say, the purchase of a newspaper or the watching of an evening television bulletin. On the other hand, respondents show through such surveys which news sources are resonant to them.
- The news consumption research amongst 12-15 year olds was carried out online.
- In total, 500 interviews from November & December 2017 have been combined with 501 interviews from March & April 2018. Quotas were set on age, gender, SEG and nation to ensure the sample was representative of the UK.
- Each wave of fieldwork was undertaken in three stages:
  - Stage 1: We targeted parents of 12-15 year olds, using an online panel.
  - Stage 2: Parents were screened to ensure they had a 12-15 year old.
  - Stage 3: The parent asked their (qualifying) child to complete the rest of the questionnaire.

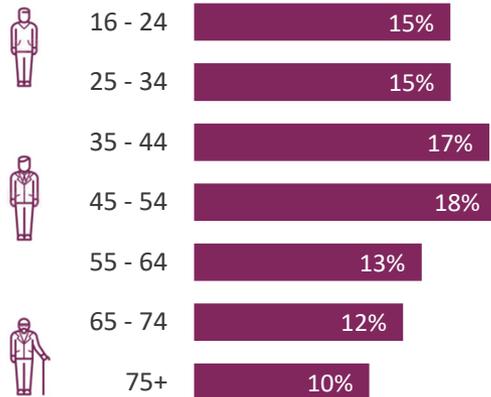
# Respondent profile

All adults 16+

## Gender



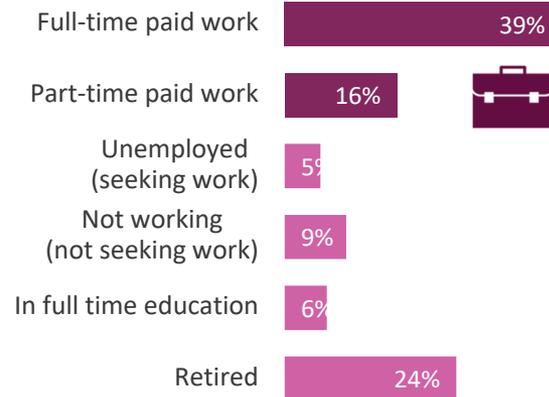
## Age



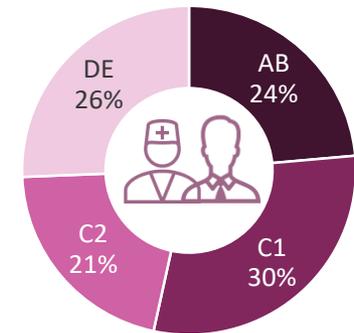
## Household composition



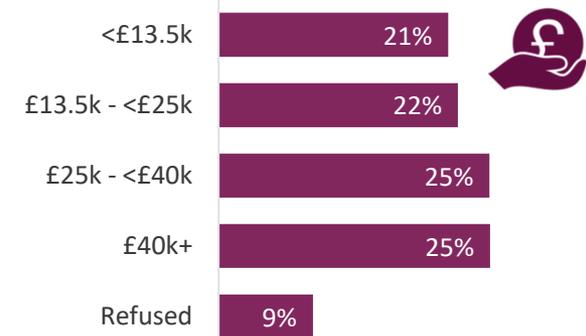
## Working status



## Social grade



## Annual household income



Source: Ofcom News Consumption Survey 2018

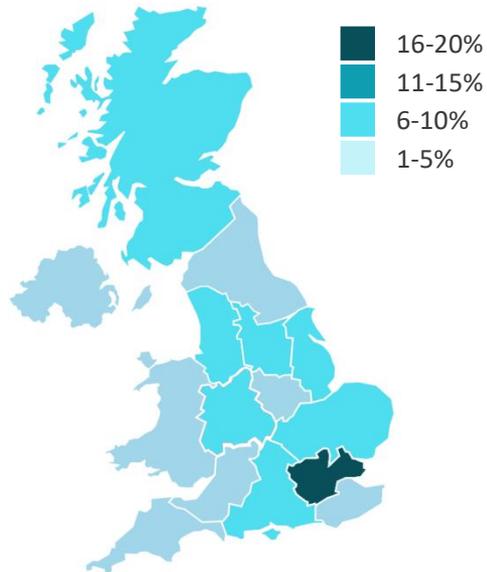
Question: A1, A2, A4, I1, I2, I3, I11

Base: All adults 16+ - 2018=4618

# Respondent profile

All adults 16+

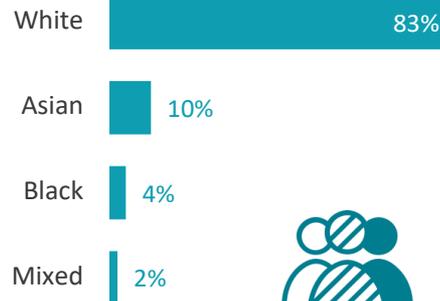
## BBC TV region



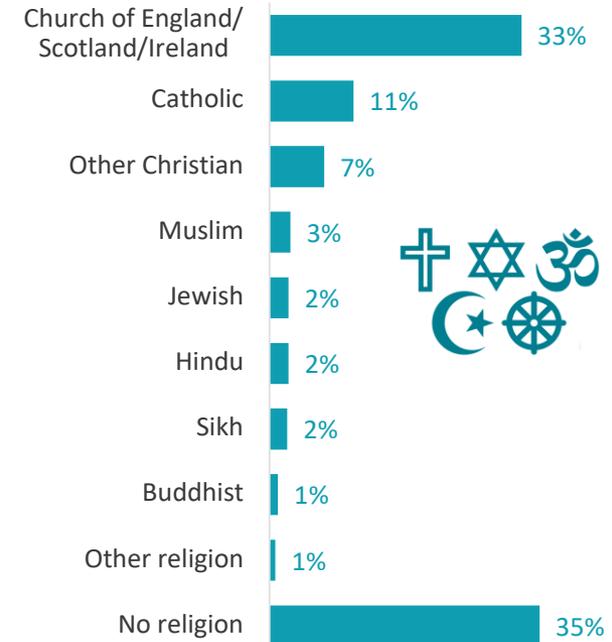
## Urban/Rural



## Ethnic origin



## Religion



Source: Ofcom News Consumption Survey 2018

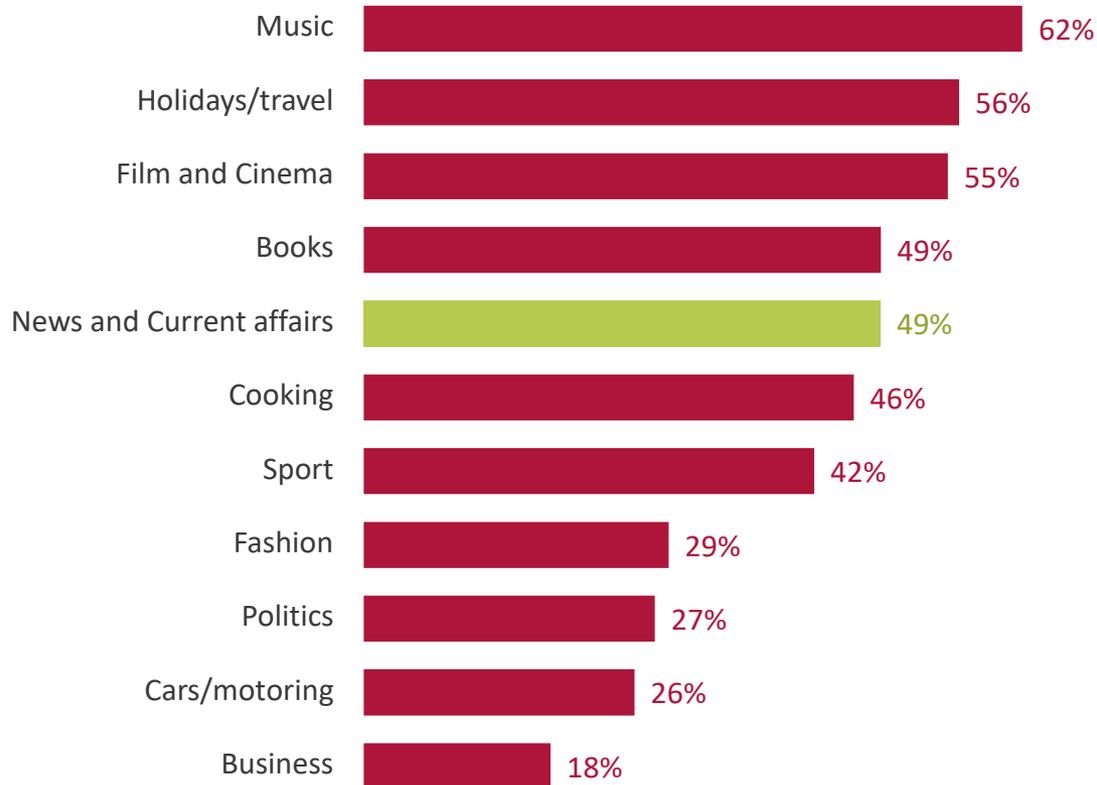
Question: A6, A7, A8, A9

Base: All adults 16+ - 2018=4618

# Interests and technology

All adults 16+

## Topics of interest



Source: Ofcom News Consumption Survey 2018

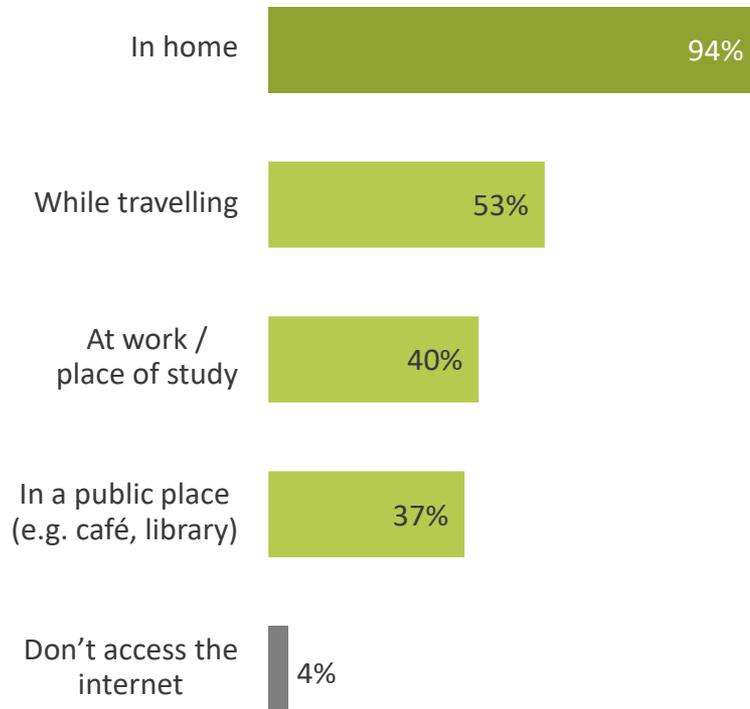
Question: B1. We would first of all like to know about some of your interests. Which of the following are you interested in?

Base: All adults 16+ - 2018=4618

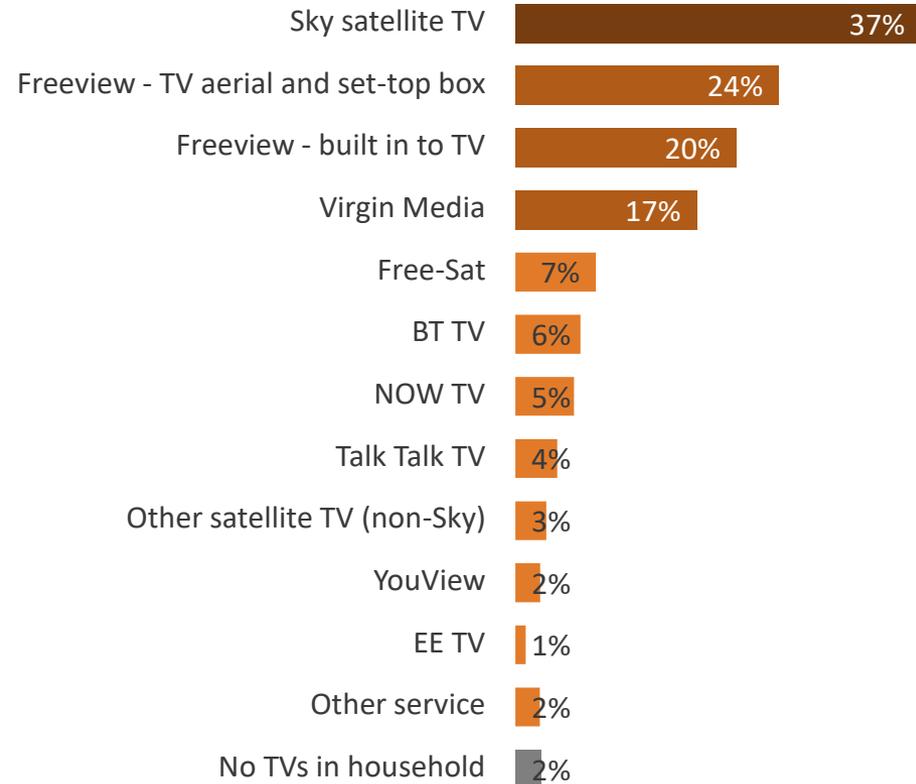
# Interests and technology

All adults 16+

## Locations where internet is accessed



## TV services in household



Source: Ofcom News Consumption Survey 2018

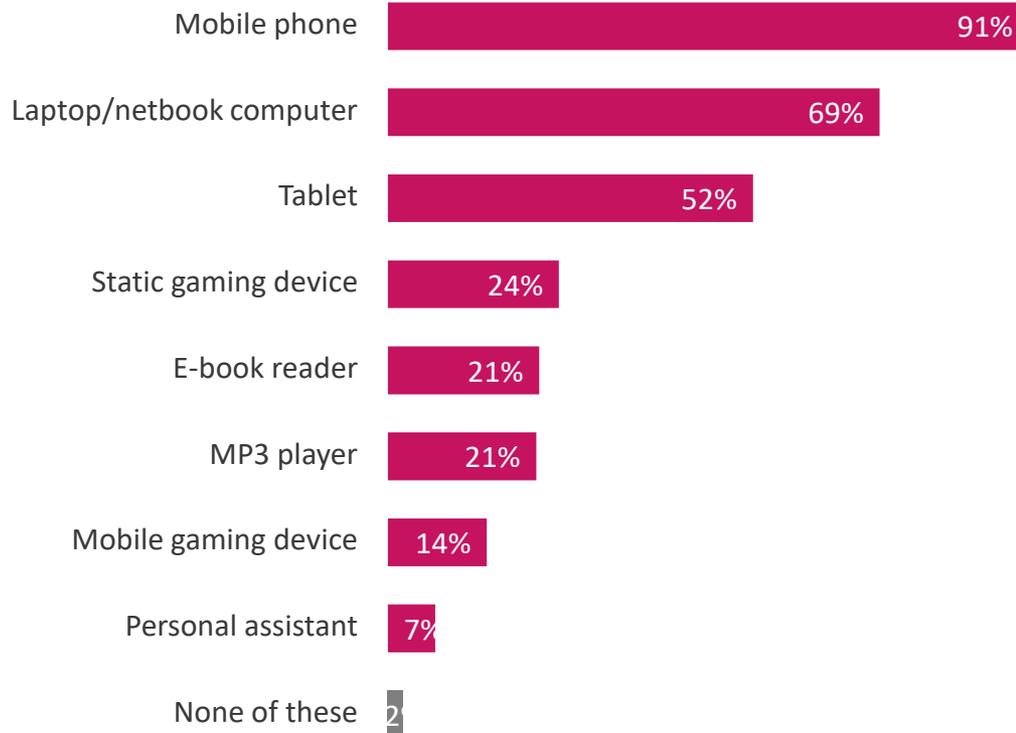
Question: B2. Which of the following do you ever use, if at all? B3. Through which of the following ways, if any, do you receive television in your household?

Base: All adults 16+ - 2018=4618

# Interests and technology

All adults 16+

## Devices owned personally



**76%**  
have a  
smartphone



**14%**  
have a basic  
mobile



Source: Ofcom News Consumption Survey 2018

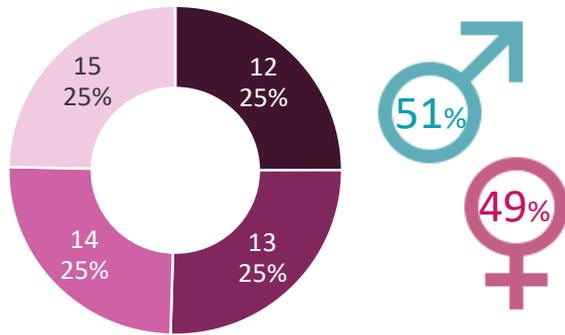
Question: B4. Do you personally own any of the following devices? B5. Do you personally use a Smartphone?

Base: All adults 16+ - 2018=4618

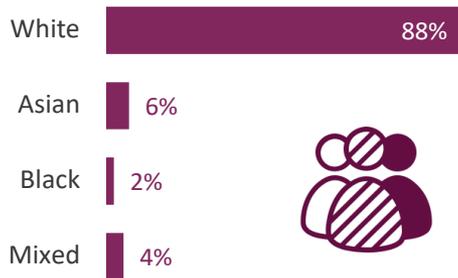
# Children's profile

All kids aged 12-15

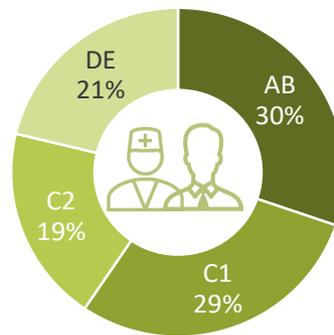
## Child's age and gender



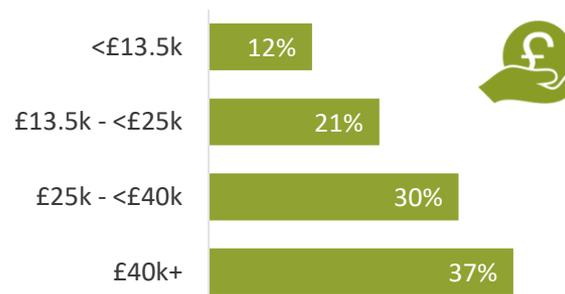
## Child's ethnic origin



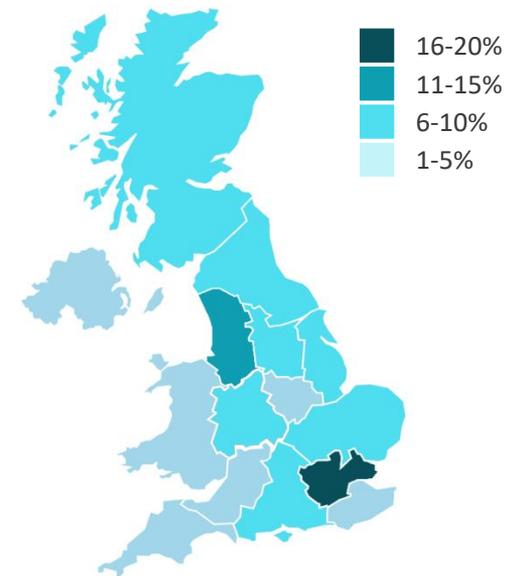
## Parents' social grade



## Annual household income



## BBC TV region



## Urban/Rural

